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Michael Calman, the Loyalty Program "Guru" Added to the DPS Panel on Store Promotions

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Michael Calman, the Sr. Vice President of Marketing/Public Relations at Bergdorf Goodman's background reads like a who's who in retail marketing with an expertise in Loyalty programs and special events. Michael developed and launched "Bergdorf Goodman Rewards," created around exclusive access to merchandise events, promotion and extraordinary travel.

The program serves as a nucleus for CRM initiatives, forging long-term relationships between the store and best customers, fuels migration to higher average annual customer spending and drives increased Bergdorf Goodman credit card usage.

In addition, he pioneered Bergdorf's 'Celebrate' Events, a multi-faceted luncheon/ cocktail "retail as theatre" events featuring leading make-up artists' personal appearances, gift card offerings, drawings & entertainment.

Prior to joining Bergdorf Goodman, Michael was Vice President of Marketing & Merchandising at Time Warner's Digital Retailing Group. He has lectured on advertising & marketing at the American Management Association, Institutional Investor's Retail Executive Conference, The National Retail Federation Conference and at several national magazine sales meetings. He is a member of Who's Who Worldwide and Who's Who in Finance & Industry.

Michael has a M.B.A. from New York University. Michael also holds the honor of being a finalist in the 1976 Olympic Yachting Trials.