



Engaged Nation Names Jeffrey Hoss Chief Strategy Officer

LAS VEGAS, Nevada (August 28, 2018) – Engaged Nation announced today that 25-year hospitality and gaming industry professional Jeffrey Hoss is joining the Las Vegas-based digital marketing company as Chief Strategy Officer. He will be responsible for overseeing all sales and new business efforts, and he will work with the senior management team at Engaged Nation on overall company strategy and growth.

Before joining Engaged Nation, Hoss was General Manager of Sports/Entertainment and Vice President of Business Development for VizExplorer, focusing on the global gaming, sports, and entertainment verticals. He guided strategic partnerships, facilitated all new business, and led a team in the cross-selling of VizExplorer solutions and services.

Hoss has more than 25 years of progressive leadership experience in hospitality and gaming that includes endeavors with Promus Hotel Corporation, Embassy Suites, and Hampton Inn (part of Hilton Worldwide). He was also the Corporate Vice President of Sales and Corporate Vice President of National Casino Marketing with Caesars Entertainment. Prior to VizExplorer, Hoss was President and CEO of Hoss Marketing Group, where he had a proven track record of increasing sales in highly competitive, developing markets, primarily targeting the creation of CRM tools and capabilities for customer-facing companies.

“Jeffrey is an exceptional person with a remarkable history in the industry,” said Engaged Nation CEO Jerry Epstein. “His skills, experience, and business acumen are just what we were looking for when we saw the need for this critical role on our senior management team. I’m thrilled to welcome him aboard.”

“This is an opportunity I couldn’t pass up and I’m so excited about,” commented Hoss. “I look forward to working with Jerry and the Engaged Nation team to assist with the strategic initiatives and in the overall growth of the company.”

Hoss holds an undergraduate degree in Leisure Services with an emphasis on Hotel/Restaurant Management from Central Washington University and an MBA from the Kellogg School of Management at Northwestern University. He is currently an Adjunct Professor of Marketing at the William F. Harrah College of Hospitality at the University of Nevada, Las Vegas, where he teaches both undergraduate and graduate level classes.

About Engaged Nation

Founded in 2008, Engaged Nation is the leader in strategic gamified marketing with its patent-pending REACH™ system. Using multiple digital platforms that educate and entertain, REACH™ creates a customer engagement cycle that repeatedly engages, incentivizes and retains existing customers, reactivates dormant customers, drives new customer acquisition, and creates true brand ambassadors who generate significant incremental

revenue for businesses. For more information about the company's suite of gamified digital engagement products, please visit www.engagednation.com or call 702-778-0701.

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