



A bit about Leanne Papaioannou

Leanne Papaioannou is an international marketing professional specialising in innovative Customer Retention and Loyalty Marketing Strategies. One of the few specialist practitioners in the Irish market, she has helped forward thinking blue-chip companies achieve new heights by following her strategies.

A native of South Africa, Leanne founded her consulting firm, Chilli Pepper Marketing in early 2005 and was listed as one of the All-Island Top 100 Business Women of the year in 2006 and 2007.

With an enthusiastic passion and commitment to each project, her strengths are built on leadership skills and her ability to work with high level management.

Leanne's core strength lies in her customer-centric approach. She has a unique ability to turn customer information into meaningful customer insights. Leanne then brings the insights to life by developing compelling and relevant Retention and Loyalty Marketing Strategies.

Through the implementation of such strategies, one of our clients was and winner at the 2010 An Post DM Awards and two of our clients were winners at the 2009 An Post DM Awards, including the prestigious Grand Prix. A further two clients were nominated for the Irish Marketing Institute AIM Awards in 2007 & 2009.

Leanne has spoken at a number of conferences including the An Post Driving Success Roadshow, Small Firms Association, Association of British Professional Conference Organisers, Network Ireland National Conference, Sherry Fitzgerald Annual Conference, UCD and various City Enterprise Boards, where she presented best in class Retention Marketing Programmes and shared global loyalty trends in order to assist participants with retaining their customers and keeping them loyal in a changing world.



Chilli Pepper Marketing

42 Pines, Herbert Park Lane, Ballsbridge, Dublin 4, Ireland

t +353 (0)1 667 3145 www.chillipepper.ie e info@chillipepper.ie