

CashStar Expands Senior Management Team

New Executive Hires Bring Deep Incentive, Media, Digital and Business Experience to Help the Company Continue Explosive Growth

PORTLAND, Maine-- [CashStar](#), the digital gifting and incentives company, announced it has added three new management executives to its growing team. Andrew Dodge joins as Vice President of Corporate Sales, Kathleen Goodwin comes on board as Vice President of Marketing and Simon Herron has been named Director of Business Development.

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"CashStar is growing at an outstanding pace and our expanded senior management team is a critical component to this expansion," commented David Stone, co-founder and CEO of CashStar. "I'm confident that their broad and relevant experience will help us seize the opportunities for tremendous growth that are available to us, while helping to drive the innovation that has established CashStar as leaders in the digital gifting market."

Andrew Dodge, Vice President of Corporate Sales

As Vice President of Corporate Sales, Andrew will focus on growing market share of CashStar's innovative corporate and bulk products among leading retailers, incentive firms and third-party distributors. Andrew most recently led L.L.Bean's sales organization in the business division for seven years by developing national account programs for marquis brands in corporate America. Prior to this, Andrew served as national sales manager with Lands' End's high-growth business outfitters division where he launched new online and field sales channels. He's also a three-year board member of the Incentive Marketing Association and immediate past president of the Incentive Gift Card Council.

Kathleen Goodwin, Vice President of Marketing

In her role as Vice President of Marketing, Kathleen Goodwin will lead all aspects of CashStar's corporate and consumer-driven marketing programs. She will be integral to developing a strong online marketing and social media presence for the company and to working with retailer marketing teams to create marketing and promotional programs that help drive their eGift card sales. With more than 20 years of experience in technology, media and marketing management, Kathleen has served in senior management roles at Veveo, Inc., cMarket, IMN, as well as Ziff-Davis' publishing division, where she shaped the successful launch of several ZD publications and programs.

Simon Herron, Director of Business Development

As Director of Business Development, Simon will focus on leveraging his financial services expertise to help CashStar maximize value with customers and shareholders. Newly relocated to Portland, Maine from Australia, Simon brings broad, IT, pricing, financial management and market development experience working with international corporations in various industries. Most recently, Simon used his business development, financial and contract negotiation skills as a global Group Commercial Manager and consultant for various international entities, most notably VixERG and Videlli. Prior to that he spent nine years as divisional financial controller with ERG Transit Systems, a multinational technology engineering and delivery company. An award-winning chartered accountant, Simon received his Bachelor of Commerce from the University of Western Australia.

About CashStar, Inc.

CashStar is *the* digital gifting and incentives company. Its powerful platform delivers retailers incremental, high-margin sales, promotes online and in-store traffic and encourages customer loyalty by providing consumers with the most personal, compelling and convenient gifting experiences. With CashStar, retailers can seamlessly integrate digital gift cards, coupons, incentives and customer service tools into their marketing and engagement programs – all within a single interface. CashStar's roster of clients includes leading retail brands such as The Home Depot, The Container Store, CVS/pharmacy, Brinker International Restaurants, Papa John's and Travelocity. For more information about CashStar, please visit www.cashstar.com or email info@cashstar.com.