

**CONTACT:**

Amanda Deas, Marketing Manager

402-951-4117

[adeas@giftcertificates.com](mailto:adeas@giftcertificates.com)

**GiftCertificates.com™ Appoints New Director of National Accounts**

OMAHA, NE (July 23, 2014) – GiftCertificates.com, a leading provider of incentive and reward solutions for both the corporate and consumer markets, announced today it has named Rory Smith as Director of National Accounts.

Smith comes to GiftCertificates.com from Ovation Incentives where he served as Director of Sales. He brings more than 30 years of experience in new business development and strategic partnerships. Prior to Ovation Incentives, he served as Director of Sales at Royal Performance Group in Chicago.

Smith joins GiftCertificates.com as Director of National Accounts to continue their success providing incentive solutions to many Fortune 1000 organizations across the country. Smith comments “I am excited to start a new challenge within GiftCertificates.com and look forward to working with the team. I am fortunate to be joining such a respected company that prides itself on top quality service.”

Paul Hubert, Vice President of Operations said “Rory’s wealth of experience and industry knowledge has already made him a key addition to the GiftCertificates.com family. It is very fortunate that we were able to find someone of Rory’s caliber to fulfill this role. I’m confident that Rory will play a key role in providing and implementing high quality solutions for our clients.”

Smith is also an active member several strategic industry organizations including Incentive Gift Card Council (IGCC) and Incentive Marketing Association (IMA). Since 2009, he has served as Chairperson for IGCC’s fundraising program supporting Wounded Warrior Project. In 2009, he received the ‘Rising Star’ award from Incentive Marketing Association.

**About GiftCertificates.com**

GiftCertificates.com™ is a leading e-commerce provider of innovative reward solutions and gift products for both the corporate and consumer markets. GiftCertificates.com offers an extensive product portfolio including the SuperCertificate® REWARD which is redeemable for hundreds of merchant gift cards. GiftCertificates.com offers the best turnaround time and reliability in the industry. Established in 1997, GiftCertificates.com is a privately held corporation located in Omaha, Nebraska.

###