

Virtual Incentives' Michelle Andre Honored as Winner in the Annual 2016 Women World Awards®

Vice president of marketing for Virtual Incentives, digital rewards and incentives company, honored in the Executive of the Year category

FISHKILL, NY, UNITED STATES, June 22, 2016 /EINPresswire.com/ -- Michelle Andre, vice president of marketing for [Virtual Incentives](http://VirtualIncentives.com), has been announced as one of the winners in the prestigious Women World Awards® in the Executive of the Year category. The coveted annual Women World Awards program encompasses the world's best in leadership, innovation, organizational performance, new products and services, and milestones from every major industry in the world.

Organizations from all over the world submitted nominations for this year's program including public and private, for-profit and non-profit, largest to smallest and new start-ups. Winners will be honored in San Francisco on Monday, June 27, 2016 during the annual SVUS Red Carpet Awards Ceremony Dinner.

Andre was selected for the award based on her vision, strategy and implementation of full spectrum marketing programs for Virtual Incentives. Under her leadership, the integrated marketing goals for the company are being met through her work in building strong marketing partnerships with companies that specialize in specific fields; implementing programs that position the company/its executives as thought leaders in the reward and incentives space; and creating scalable, measureable marketing systems.

During her time with the company, Andre has spearheaded: a new branding campaign to position the company as an innovate leader in the space; created a new presence and strategy for trade show and conference participation; implemented a comprehensive public relations and content program; created SEM programs, including AdWords, social, directory and online display; and developed the company's social media presence. Under her guidance, Virtual Incentives has seen growth and lead generation across all marketing channels.



About the Women World Awards

Women World Awards are an annual industry and peers recognition program honoring women in business and the professions and organizations of all types and sizes in North America, Europe, Middle-East, Africa, Asia-Pacific, and Latin-America. The Annual Women World Awards is part of the SVUS Awards® recognition program from Silicon Valley in the United States of America which also includes other programs such as CEO World Awards, Consumer World Awards, Customer Sales and Service World Awards, Golden Bridge Awards, Globee Fastest Growing Private Companies Awards, Info Security PG's Global Excellence Awards, Network Products Guide's IT World Awards, Pillar World Awards, and PR World Awards. Learn more about The Women World Awards at www.womenworldawards.com

About Virtual Incentives

Virtual Incentives (VI) provides incentive solutions proven to increase engagement, strengthen brand awareness and maintain customer loyalty. The company's proprietary digital platform provides a comprehensive reward experience for both the client and the end-user, providing an integrated API, simple ordering and instant delivery, state-of-the-art security, advanced personalization and an innovative user interface. Founded in 2008, VI partners with industry leading businesses, including more than 40 Fortune 100 companies. VI is the leading provider of Visa rewards and Visa® virtual accounts and offers Virtual MasterCard® accounts as well as eGiftCards from more than 600 merchants around the world. <http://www.virtualincentives.com> @VirtualRewards

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