

Liquid Barcodes Announces Major Investment & Commitment to the North American Market

FAIRFAX, VA, January 26, 2026 – Liquid Barcodes, a global leader in loyalty technology and subscription solutions for convenience retail, announces a series of strategic leadership and team expansions that underscore the company's continued investment in North America and its growing footprint across the United States. These moves reflect Liquid Barcodes' commitment to proximity and engagement with customers, strengthening service and support, and accelerating growth across the U.S. convenience retail market.

A New Era in the Liquid Barcodes American Dream

As part of this expansion, Liquid Barcodes CEO **Mats Danielsen** has relocated from the company's headquarters in Oslo, Norway, to Miami, Florida. The move positions executive leadership closer to the company's expanding U.S. customer base, reinforcing Liquid Barcodes' long-term commitment to North America. From Miami, Danielsen will work closely with customers, partners, and the growing U.S. team to support market expansion and continued innovation across loyalty, subscriptions, payments, and engagement solutions.

"I'm really excited to be closer to my team and our customers. Next month, industry leaders will converge in Miami for the NACS Leadership Forum and I'm looking forward to welcoming them to my new home," says Danielsen. In addition to this event, Danielsen will be attending more U.S. industry events, including this week's Conexxus Annual Conference in Texas. "Liquid Barcodes has been a long-time member of NACS and Conexxus, and our team will be out in full force at many U.S. events throughout the year," he continues.

New Team Members Join Liquid Barcodes

Liquid Barcodes has also expanded its North American sales organization by adding two experienced sales leaders. **Summer Bennison** has joined as sales director, enterprise accounts, bringing valuable experience driving growth across the tech, fintech, and payments industries, including at Verifone and American Express. Bennison is based in Dallas, Texas, and has a proven track record of managing enterprise portfolios and scaling global partnerships.

Tiffany Prince has joined as sales director, based in Denver, Colorado. With deep industry experience and a strong presence across the convenience retail landscape, Prince will focus on driving growth, building strategic relationships, and supporting retailers of all sizes across North America.

To further strengthen customer delivery and long-term program success, Liquid Barcodes has made key additions to its customer success and support organization. **Anna Caroline Ultvedt Malkan** has joined as chief customer officer, bringing extensive experience leading commercial, customer success, and market-expansion teams across global retail, technology, mobility, and several growth-stage companies. In her role, Malkan will work closely with customers and internal teams to ensure smooth onboarding, operational excellence, and scalable growth across retailers' loyalty programs and subscription portfolios. Malkan has lived and worked in the U.S. extensively and is based in Barcelona, Spain.

Liquid Barcodes has also welcomed Dallas-based **Lamont Toney** as product support specialist. With more than seven years of SaaS application support experience, including complex troubleshooting across cloud and on-premises environments, Toney will work closely with the development and

customer teams, as well as with third-party integrators, to ensure seamless program execution and ongoing support.

“We’re encouraged by the continued growth of our U.S. team and the momentum we’re seeing across the North American market,” said Saurabh Swarup, general manager, North America. “Expanding our U.S. presence allows us to work more closely with retailers, respond faster to their needs, and support the steady, sustainable growth of our customers’ loyalty programs as our business continues to scale.”

Together, these leadership and team investments position Liquid Barcodes for continued growth in the U.S. market, enhanced customer support, and deeper partnerships with North American convenience retailers as the company looks ahead to its next phase of expansion.

Headshots are available upon request.

About Liquid Barcodes

Liquid Barcodes is the leading loyalty platform for convenience retailers. Unlike other solutions, ours has been designed from the ground up to retain member engagement and activity. Every aspect, from the fundamental system architecture to the small details that make our loyalty apps such a joy to use, is crafted to ensure a highly personalized, gamified experience.

Our loyalty programs are so engaging and visually appealing that members remain active over time, making us better than any other solution at retaining your members’ attention. Increased attention translates into increased impact. Ultimately, these differences will make your loyalty program a more powerful and effective tool when you work on increasing basket size and visit frequency.

Learn more about Liquid Barcodes at liquidbarcodes.com.

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