

## MAPCO's Former Director of Loyalty Joins Rovertown

*Tyler Cameron will spearhead the development of next-generation digital engagement analytics and business intelligence*

**ST. LOUIS (Jan. 30, 2024)** — Rovertown announces today that Tyler Cameron has joined the company, accepting a newly-created position as Head of Strategy and Analytics. With millions of data points compounding daily on the Rovertown App Platform, the company was ready to hire a seasoned retailer to turn this data into profit for Rovertown customers. Tyler will spearhead the development of next-generation digital engagement analytics and reporting, unlocking a deeper understanding of customer behavior for retailers.

"We're in the midst of a fundamental change in the purpose of convenience store apps," says Mike Philip, CEO and Co-Founder of Rovertown. "It used to be that apps were digital alternatives to physical rewards program cards; but when you think about all the features of a physical store, nearly all of them can be incorporated into a digital storefront. Apps also open up new opportunities, such as delivery, mobile ordering, and engaging games. That's the direction mobile apps are trending. As a former retailer and Rovertown app platform user, Tyler understands this better than anyone. That's why we're thrilled for him to help retailers navigate this shift by building the next generation of mobile app analytics and reporting."

Prior to joining Rovertown, Tyler spent more than a decade at MAPCO, the Franklin, Tennessee-based convenience retailer. Following roles in category management and business intelligence, he most recently served as MAPCO's Director of Loyalty. Tyler transformed the digital experience for customers at over 300 locations with a guest segmentation-driven rewards approach, replacing a legacy one-size-fits-all program. He also launched the new MAPCO mobile app, which quickly grew to be one of the most engaging on the Rovertown platform, and provided guest-focused, strategic insights to teams in advertising, operations, and category management.

"During my time managing the MAPCO app, I worked closely with the Rovertown team and enjoyed our chemistry. I honestly couldn't be more excited to join this company," says Tyler Cameron. "Rovertown's app platform is leaps and bounds ahead of everything else on the market, and this is a chance to build on top of that and change the way we understand and analyze digital engagement. Not to mention the fact that I love data and the story it tells to help a retailer's bottom line."

This move follows the hire of several industry leaders who now leverage their expertise to shape the Rovertown app platform. Earlier this month, Chris Patton, the former Senior Director of Technical Consulting at Punchh, joined Rovertown as Head of Integrations and Implementation. In 2023, Bill Bustin, the former Marketing Director of Pennsylvania-based convenience retailer Dandy, joined as Head of Customer Success. Frank Beard, the former Senior Marketing Manager at Standard AI, also joined as Head of Marketing.

"This is a big moment for us," says Michael Rzeznik, CTO and Co-Founder of Rovertown. "Having led digital transformation at one of the top regional names in this industry, Tyler has a

deep understanding of what our customers need in terms of reporting—and the technical background to build it. There’s nobody better-suited to take our app platform to the next level.”

For more information on the Rovertown platform, visit [www.rovertown.com](http://www.rovertown.com).

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## **About Rovertown**

For retailers seeking to connect with consumers in an always-on world, Rovertown’s app platform provides the flexibility needed to deliver personalized, meaningful mobile experiences. Designed for c-stores, Rovertown’s customizable platform empowers retailers to build branded, design-forward apps and make self-service updates in real time. Rovertown is equipped to integrate with any technology vendor and goes the extra step to ensure clients’ success through best-in-class implementation and support. With features that include hyper-local marketing, mobile gaming and support for charitable campaigns, the Rovertown platform today powers the mobile experiences of many leading convenience retailers. Learn more at <https://www.rovertown.com/>.

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