



## Peter Brennan

Co-Founder

A serial entrepreneur with a bent for loyalty marketing, Peter embodies much of what makes OLSONdenali unique: our impatience with the status quo, knack for identifying opportunity and passion for creating.

As marketing director of Northwest Airlines' frequent flyer program, he influenced the course of an entire industry. Peter went on to co-found The Lacek Group, a \$40 million direct marketing company. He also co-founded MilePoint Worldwide, advised national retailers as principal of Brightstone LLC consultancy, and was named an Ernst & Young *Entrepreneur of the Year*.

OLSONdenali is Peter's fifth startup and the most ambitious. Good thing he diffuses the entrepreneurial intensity through a rich array of outside interests, including music (he's been a rocker since high school); travel (you name it, he's trekked it); football (don't besmirch the Fighting Irish); and his family, including two children, and the many, many members of the larger Brennan clan.