

BYRON HOLLAND

Byron was appointed President and CEO of the Canadian Internet Registration Authority (CIRA), the .ca country code top level domain registry, on January 21, 2008.

From 2000 to 2007, Byron was a founding partner and the Chief Operating Officer of Futura Rewards, the third largest coalition loyalty program in Canada. Byron oversaw the development and growth of Futura Rewards from an upstart in the loyalty rewards market into a publicly traded company with over 100 brand partners and 400,000 members.

Prior to Futura Rewards, Byron spent five years as the Managing Partner of a consumer goods retailer, where he was responsible for turning the foundering Ottawa-based retailer into a top-tier, profitable business.

From 1991 to 1993, Byron worked as Senior Financial Analyst for Antares Electronics Inc. during which time it was acquired by Control Data.

Byron holds a Bachelor of Arts with Honours from the University of Western Ontario and a Master of Business Administration from Queen's University.

Byron continues to serve on the Board of Directors of the Futura Loyalty Group.

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