



A&MPLIFY by Alvarez & Marsal Strengthens Its Marketing Transformation and Technology Capabilities

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Jason Galloway, appointed A&MPLIFY Managing Director, brings customer journey design, digital asset management, and large-scale global implementation expertise.

New York, October 17, 2024 – Leading global professional services firm [Alvarez & Marsal](#) (A&M) announces the appointment of [Jason Galloway](#) as Managing Director to lead marketing transformation and technology offerings at [A&MPLIFY](#), the firm’s customer and artificial intelligence (AI) advisory agency. Mr. Galloway’s joining furthers A&MPLIFY’s [mission](#) to help clients drive growth, improve efficiency, and leverage digital and AI disruption to transform every phase of the customer experience.

Mr. Galloway specializes in marketing transformation, marketing technology, customer innovation, and customer experience. He advises clients on a wide-range of digital initiatives, from expanding into new markets to optimizing marketing organizations for greater efficiency. His experience spans various industries, including retail, technology, media and entertainment, financial services, and healthcare. His approach aligns with A&M’s results-driven orientation and dovetails with A&MPLIFY’s focus on accelerating customer growth and efficiency with artificial intelligence and design.

[Bob Ghafouri](#), Founder and Managing Director of A&MPLIFY, stated, “Jason’s proven leadership and marketing operations and technology expertise will be instrumental in helping clients identify and execute the necessary transformations for succeeding in today’s dynamic marketplace. His broad, multi-layered industry knowledge, along with his relationships, enhance



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our ability to address clients' current concerns and future needs. Jason's joining demonstrates our commitment to strategic talent investments that synch with A&M's operational heritage and relentless focus on tangible results in support of maximizing value and driving growth."

Prior to joining A&MPLIFY, Mr. Galloway led KPMG's, Customer Advisory consulting practice, overseeing key areas such as Customer Experience, Marketing, Sales, Service, and Commerce. He also held several leadership roles in marketing consulting at Accenture Strategy, both in the U.S. and internationally. His work included managing significant client relationships in the telecommunications and healthcare sectors, as well as spearheading business development and marketing transformation engagements.

Jason Galloway commented on his new role: "A&MPLIFY is well positioned to help clients capture the opportunities and promise of digital transformation as it continues to shape businesses operations across the customer engagement lifecycle. A&M's integrated platform is the ideal springboard for collaborative, innovative marketing technology approaches, rooted in an entrepreneurial culture, that give clients an added growth and revenue generation advantage."

Mr. Galloway holds a Bachelor of Science in Business Administration (BSBA) from the University of Missouri's Trulaske College of Business and studied Management Information Systems at Southeast Missouri State University.

About Alvarez & Marsal

Companies, investors and government entities around the world turn to Alvarez & Marsal (A&M) for leadership, action and results. Privately held since its founding in 1983, A&M is a leading global professional services firm that provides advisory, business performance improvement and turnaround management services. When conventional approaches are not enough to create transformation and drive change, clients seek our deep expertise and ability to deliver practical solutions to their unique problems.

With over 10,000 people providing services across six continents, we deliver tangible results for



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corporates, boards, private equity firms, law firms and government agencies facing complex challenges. Our senior leaders, and their teams, leverage A&M's restructuring heritage to help companies act decisively, catapult growth and accelerate results. We are experienced operators, world-class consultants, former regulators and industry authorities with a shared commitment to telling clients what's really needed for turning change into a strategic business asset, managing risk and unlocking value at every stage of growth.

To learn more, visit: [AlvarezandMarsal.com](https://www.alvarezandmarsal.com).

About A&MPLIFY

A&MPLIFY accelerates customer growth and efficiency with Design and AI. We are marketers, sellers, technologists, and data scientists from industry, consulting, and technology with offices and innovation studios across the US, Europe, Asia, Latin America, Australia, and the Middle East.

To get started, visit www.A-MPLIFY.com.

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