

## Ovation Incentives CEO Jonathan Grey Named IMA Europe Honorary Fellow for Outstanding Industry Contribution



**London, United Kingdom Oct 10, 2025 ([IssueWire.com](https://www.IssueWire.com))** - Ovation Incentives is proud to announce that its CEO, **Jonathan Grey**, has been named an **Honorary Fellow by IMA Europe**, the leading association for the incentive marketing industry. This prestigious Fellowship Award is the highest honour granted by the association and recognises Jonathan's exceptional leadership, innovation, and long-standing contribution to the field of performance improvement and engagement.

The IMA Europe Honorary Fellowship Award is reserved for individuals who have made a significant and lasting impact on the incentive industry. Since the association's founding in 2007, only two such awards have been presented, making this a rare and distinguished recognition.

Jonathan Grey was selected for his visionary leadership and dedication to advancing the strategic use of incentives to drive business performance across global markets. Under his guidance, Ovation Incentives has become a trusted partner for organisations seeking to influence behaviour and improve results through tailored, technology-driven reward programmes.

Reflecting on the honour, Jonathan Grey said:

*"It was truly an unexpected and lovely honour to bestow upon me, which left me feeling so very proud, thrilled, and not a little emotional! Thank you to my beautiful wife, Rachel Grey, and the amazing people of Ovation Incentives past and present, whose support has enabled me to be part of the incredible Incentive Marketing Association journey – I share this with you."*

Jonathan's recognition as an IMA Europe Honorary Fellow not only celebrates his personal achievements but also highlights the strength and dedication of the Ovation team. It reinforces the company's position as a thought leader in the industry and its ongoing mission to help organisations unlock the full potential of their people and partners.

## About Ovation Incentives

Ovation Incentives is a global performance improvement agency specialising in employee recognition, channel and sales incentives, market research rewards, and promotional programmes. With multilingual platforms and a presence in over 120 countries, Ovation empowers organisations to drive behaviour, boost performance, and deliver measurable ROI both locally and globally.

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