



Nancy Resnick
Principal, Chief Customer Officer

As one of the Brand Insights' Principals and its CCO and market research leader, Nancy has a passion for working with companies to drive growth and achieve success through the use of quality customer information.

During her 20 years in marketing and marketing research, Nancy has built marketing and marketing information departments and led the way toward utilizing technology to collect customer information. Much of her career was spent within CUNA Mutual Group, a national provider of insurance and other financial services to the credit union industry. When a new division was created, she was selected to construct the marketing information department. Nancy's team created a database which collected key information from dozens of product lines that enabled division executives to monitor business activity. Today, that tool would be called a "dashboard" and is requirement for all business leaders. As that division matured, leaders needed incremental information about their customers. Nancy drove the development of a segmentation algorithm that allowed a more sophisticated view of the customers since it incorporated not only firmographic data, but also customer attitudes and behaviors.

As the need for customer information evolved from data-driven to attitudinal, Nancy directed the qualitative research initiatives for the entire company. Customer Advisory Boards (CABs) became a critical source of feedback for most lines of business. Discussions on brand perceptions, product features, and customer service provided executives with information that drove tactical and strategic decisions. Additionally, the CABs became forums for building strong relationships with top customers. Ongoing research was used to understand and harness the power of the corporate brand. As happens in many companies, realization that the customer perception of the brand differed from the company's intent was a rude awakening. Mining research for insights enabled the company to align products with customer needs and design relevant delivery channels.

Education

MBA in finance from the University of Wisconsin-Madison and specific training in qualitative research.

Affiliations

Reporter, Examiner.com (<http://www.examiner.com/x-25971-Madison-Marketing-Examiner>)

Member, Vice President (Special Events), AMA-Madison

Member, LEAP (Launching Entrepreneurial Advisory Panel), UW-Madison School of Business

Member, MABC

Member, The Business Forum