

2017-2018 Speaker Series

Date	Speaker & Company	Topic
8/30/2017	Remy Denton, <i>SKIM</i> , and Brooke Shafer, <i>ATT</i>	Client vs. Supplier Side
9/28/2017	Anna Saffer, <i>84.51</i>	Using Data to Personalize the Customer Experience
10/2/2017	Mark Wiser and Lori Wiser, <i>Wiser Insights Group</i>	Strategies, Techniques, and Approaches that Harvest Insightful Information
10/6/2017	Niels Schillewaert and Julian Ramsey, <i>InSites Consulting</i>	Brand Communities
10/16/2017	Tim Norvell, <i>Elon University</i>	Interviewing and Careers in Marketing Research
10/25/2017	Clark Jones, <i>Coca-Cola</i>	Cross-Functional Capabilities in Marketing Research
11/1/2017	Annalise Levandoski, <i>Kantar Millward Brown</i> and Jeff Kirchner, <i>Kantar Added Value</i>	Kantar Equity Models
11/2/2017	Jeff Miller, <i>Burke</i>	Advances in Marketing Research Data Collection
11/8/2017	Rob Arnett, <i>M/A/R/C Research</i>	Pricing Research
12/1/2017	Carline Smiley and Rana El Nahas, <i>Delta</i>	Millennial Research and International Research
1/11/2018	Mike Fleming, <i>Prophet</i>	Brand Relevance Index
1/18/2018	Lindsay Zaltman, <i>Olson Zaltman</i>	Tapping into the Consumer Unconsciousness
1/24/2018	Laura Dahlgren and Bryan Owens, <i>Altria</i>	Consumer & Marketplace Insights to Support New Product Development
3/1/2018	Josh Reed, <i>Nestle/Purina</i>	Conducting Research in Pet Care
3/20/2018	Brittany Beisner and Justin Laborde, <i>Kantar Futures</i>	The Marketplace Monitor
4/5/2018	Charlie Farr, <i>Chick-fil-A</i>	Chick-fil-A Voice of Customer – Insights in Action
4/11/2018	Pavi Gupta, <i>J&J Vistakon</i>	Moving from Insights to Action
4/12/2018	Cameron Maddux, <i>MailChimp</i>	Segmentation at MailChimp
4/19/2018	Brett Townsend, <i>Electrolux</i>	Bigger Issues Facing the Insights Industry