



Cindy Whiteway is a Senior Vice President, Client Services, TRGiSKY. She joined iSKY in January of 2010. Her main responsibility is business development and client management.

Prior to joining iSKY, Cindy was a Senior Vice President within Kantar companies, Research International and Millward Brown. At RI, her focus was on brand equity, product testing/refinement and the overall brand experience. At MB, she lead a telecommunications vertical, with an expertise on how companies can evaluate the ROI of their marketing, operations and communications programs through attitudinal and behavioral tracking. In addition, she managed accounts including Nokia, Verizon, Cisco, J&J, Hershey, Church & Dwight, Cendent and Castrol. She has also had speaking engagements with the AMA and Brand Sense workshops.

Prior to joining Millward Brown, Cindy managed the brand measurement, strategy and valuation within Brand Strategy at Verizon Communications. Cindy's overall responsibilities included benchmarking and tracking key measures (internally and externally) of the Verizon brand, advertising and position. Cindy's responsibilities included the management of the Brand Tracking Study to ensure consistent measures of the corporate positioning for all of Marketing Communications. Using these measures and data from finance, marketing and research, Cindy was also responsible for determining, and later tracking, the dollar value of the Verizon brand. In addition, Cindy was responsible for ensuring the brand position was incorporated into CSR, sponsorship and licensing efforts.

Cindy started at Verizon in the Market Sciences and Research group. Cindy managed B2B projects in areas such as product development, revenue projections, and product integration. Cindy also managed the Consumer and Business Market Share Tracking studies as well as the Corporate Defection Tracking Study.

Prior to joining Verizon, Cindy worked as a Marketing Consultant in International Business Development, Telecommunications, and Finance for Abt Associates, Inc in Cambridge, MA.

Cindy is a Princeton University graduate with a Bachelor's degree in Economics and Psychology. Cindy also earned a Masters degree in Sports Psychology from Arizona State University.