



Louise joined TRG iSKY in March 2010 in the role of Chief Research Officer. She is responsible for the analytic function within iSKY, which includes providing guidance on research design, and the execution of statistical analyses that result in relevant, actionable insights for clients. As part of her role, Louise works with The Relationship Investment Model alongside its academic creators.

In 2000 Louise joined Research International UK within the Marketing Science Centre. During her tenure in the UK business she designed, modeled and consulted on range of ad-hoc studies that addressed branding, market segmentation, customer experience and loyalty issues. These studies either involved the application of proprietary techniques or applying multivariate statistical analyses to meet the client needs.

Whilst in the UK she had the opportunity to have placements client side with Lever Faberge where she worked in the Consumer Insight team for fabric conditioners and with sister company Simon Godfrey Associates (SGA) where she was in a client facing and project management role.

In 2006 Louise relocated to the USA with Research International where she led the Market Segmentation and Branding research analytics for the North American region. She was the lead analyst on several key accounts with frequent exposure to senior marketers and insight partners, ensuring the translation of advanced statistical analysis into marketing insights.

Exposure to a variety of categories has developed Louise's ability to address business issues ranging from the identification of new product development opportunities, brand and portfolio management, quantifying growth opportunities and acquisition potential.

Louise holds a First Class (Hons) degree in Statistics from Middlesex University, England.