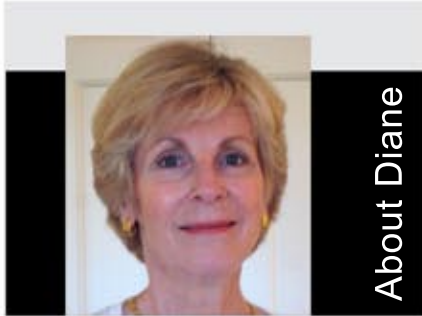


■ Bio: Diane Schmalensee



Diane Schmalensee
President,
Schmalensee Partners

Schmalensee Partners founder, Diane Schmalensee, has over 25 years of experience in Customer Experience Management (CEM). She combines a background in two disciplines – marketing research and quality or change management – that are the building blocks of CEM. She serves or has served on the Board of Directors of nearly a dozen organizations and is comfortable working with managers at all levels and in many departments – including marketing, marketing research, quality, information technology, operations and customer service.

Diane has personally helped over 40 organizations build customer satisfaction, loyalty and advocacy through improved customer experiences. Clients hire Diane when they face challenging situations that require experience, agility, credibility and connections, and many of her clients have been recognized for their outstanding performance. She has helped one firm (AT&T Universal Card) win the Baldrige Award-winner (AT&T Universal Card) and five other firms win their state quality awards. Her clients include large companies (like Fidelity, IBM and Sears), small ones, not-for-profits (like AARP, Cleveland Clinic and Soldier On), business-to-business firms (like AAR Corporation, BP Amoco and Foster-Miller), and business-to-consumer firms (like Bose, Foundations Recovery Network, Stride Rite and Starwood).

Ms. Schmalensee is a frequent author and speaker on CEM, research, planning and service quality improvement topics. She has spoken for The Conference Board, the American Marketing Association and the American Society for Quality as well as other professional groups and businesses. Some of her publications include: Building Customer Loyalty, Corporate Reputation, and Shareholder Value through Service Quality Improvement, “Lessons Learned on our Quality Journey”, “Rules of Thumb for B2B Research”, “Measuring Returns on Research”, “Creating Win-Win Relationships”, and “How to Make Research More Actionable”. She co-leads the AMA’s annual Market Research Masters Consortium, which provides training, planning facilitation and coaching for top corporate research directors.

Before founding Schmalensee Partners in 1991, she worked as Vice President of the Marketing Science Institute, Vice President of Opinion Research Corporation, and Vice President for two major regional advertising agencies. She is an eight-time Examiner for the Malcolm Baldrige National Quality Award and has been a Judge, trainer and Board member of the Massachusetts Quality Award since 1992. She has an MBA from San Diego State University and a BA from Wellesley College.