Access to Experts

John Carroll III , Global Head of Clients , Ipsos Loyalty

Mr. John Carroll is the global head of clients for Ipsos Loyalty, the world's leading customer experience, satisfaction and loyalty research and consulting firm with revenue of over $300 million and dedicated expert staff in excess of 1,000 located in over 80 countries covering every region of the world. Ipsos Loyalty is the trusted advisor to the world's foremost businesses on all matters relating to measuring, modelling and managing customer and employee relationships.

As the Global Head of Clients, Mr. Carroll is responsible for worldwide marketing, business development and client experience at Ipsos Loyalty. In addition, Mr. Carroll regularly speaks at major conferences (New York, Moscow, Singapore, Beijing, Shanghai and Toronto in 2011/12), publishes thought leadership, and is interviewed by the media for expert guidance matters relating to customer experience, satisfaction and loyalty. He is specialist in the areas of Enterprise Feedback Management (EFM), social, local and mobile customer experience management platforms and systems.

Mr. Carroll serves clients across industries and around the world in the areas of customer strategy, innovation, and performance improvement. In the past 18 months alone, he has served many leading global enterprises including of note: Google, Anheuser Busch InBev, Microsoft, Merck, Corning, Kohler, Intercontinental Hotel Group, HSBC, and Shell.

Currently based in Chicago, Mr. Carroll is a dual national of the United States and Ireland, and has lived and worked in Europe, Asia, and Africa for a total of over 10 years. In 2011/ 2012 he has worked and served clients in over a dozen countries including China, India, Singapore, Japan, New Zealand, United Arab Emirates, Russia, US, UK and Turkey.

Prior to Ipsos, Mr. Carroll gained a broad range of experiences helping organizations resolve critical strategic issues while working at McKinsey & Company and Deloitte. Mr. Carroll earned an MBA with distinction from the Kellogg School of Management at Northwestern University and a Bachelor of Science in Foreign Service from Georgetown University with certificates in International Business Diplomacy and African Studies. He continues to act as an admissions interviewer for both schools.

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