Access to Experts

Louise Keely , Senior Vice President and Chief Research Officer , The Demand Institute

Louise Keely is a Senior Vice President at Nielsen and concurrently serves as Chief Research Officer for The Demand Institute. Louise was most recently Intellectual Capital Director at The Cambridge Group, a division of Nielsen that specializes in helping Fortune 500 companies drive growth strategies that are grounded in a deep understanding of consumer demand.

At The Cambridge Group, Louise was responsible for strengthening the firm's core intellectual capital that provides corporate clients with proprietary techniques for fully exploring current, emerging and hidden (latent) consumer demand. She also led client engagements in consumer-facing industries including packaged goods, retail, and financial services.

Before joining The Cambridge Group in 2005, Louise spent seven years as a member of the Department of Economics faculty at the University of Wisconsin-Madison and as a research fellow in economics at Oxford University. She also spent a year at the Brookings Institution.

Louise has published several articles in distinguished academic journals on innovation and growth as well as the interplay of consumer economic decisions with demographics, psychology, and religion. Louise has spoken at numerous academic and industry conferences on her research. She started her career with Bain & Company in Boston.

Louise earned a PhD in economics and an MSc in econometrics from the London School of Economics, where she began graduate studies as a Marshall Scholar. Louise holds a BSc in international economics from Georgetown University's School of Foreign Service.

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