Access to Experts

Christopher Frank , Vice President, Global Marketplace Insights , American Express

Chris is a Vice President in the Global Marketplace Insights group, where he is responsible for advertising, brand, and business-to-business research. Taking the pulse of an iconic brand in today's viral world sparks some interesting challenges. He recently discussed these challenges at the Wharton's Interactive Media Initiative and was a guest lecturer at Columbia University. Prior to joining American Express, Chris spent the last 10 years at Microsoft, as senior director of corporate research. His tenure included worldwide initiatives in customer satisfaction, public relations, brand, naming, image, and communications research. Chris has won industry awards for his accomplishments in analyzing the 'swing voter' consumer, developing a framework for effective branding, and building a social media brand insight measurement system. As a recipient of the Wall Street Journal Achievement Award, Chris has been recognized for his entrepreneurial vision, drive, and innovative approach within the technology, consumer, and service industries. He holds a Master of Science degree in technology management and a Bachelor of Science degree from Stevens Institute of Technology. He brings a strong consultative orientation to the market research discipline from his time at Accenture (formerly Andersen Consulting) and as the Associate Director of the Technology Practice at FIND/SVP

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