

Access to Experts



Paula Courtney
President
The Verde Group

A passionate change agent and entrepreneur, Paula Courtney believes that organizations remain competitive and profitable when they are brilliant at the basics of service delivery. As President of the Verde Group, a research consultancy specializing in helping companies improve customer retention and employee engagement, she leads the development of new research methods for helping companies link customer and employee experiences to financial outcomes. The Verde Group's Canadian and US retail studies have been published globally in over 35 publications including Business Week, Bloomberg News, the Wall Street Journal and Fortune. A frequent conference presenter, Ms. Courtney has delivered keynote presentations for various industry and professional associations and is also a regular guest lecturer at the Wharton School of Business.

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