

Access to Experts



Louise Keely
Executive Vice President
Nielsen

Louise Keely is a founding member of The Demand Institute and most recently served as President. Louise concurrently serves as an Executive Vice President at Nielsen, one of The Demand Institute's sponsoring organizations.

Prior to joining The Demand Institute, Louise was a leader at The Cambridge Group, a Nielsen division that specializes in helping Fortune 500 companies drive growth strategies that are grounded in a deep understanding of consumer demand.

Before joining The Cambridge Group in 2005, Louise was a faculty member of the Department of Economics at the University of Wisconsin-Madison as well as a research fellow in economics at Oxford University and at the Brookings Institution. She has published articles in several peer-reviewed economics journals. Louise started her career as a management consultant with Bain & Company in Boston.

Louise is the co-author of *The Shifting Nature of U.S. Housing Demand* (2012), *A Tale of 2000 Cities: how the sharp contrast between successful and struggling communities is reshaping America* (2014), *Sold in China: transitioning to a consumer-led economy* (2015), and *No More Tiers: Navigating the future of consumer demand across China's cities* (2015). A noted expert and speaker on the topic of consumer demand, Louise's perspectives have been featured in numerous publications and broadcasts, including Bloomberg, CNNMoney, The Financial Times, NPR, Time Magazine, The Washington Post, and The Wall Street Journal.

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 earned a BSc, summa cum laude, in international economics from Georgetown University's School of Foreign Service.

Contact Carol Courter, Manager, Corporate Communications, +1 212 339 0232, courter@conferenceboard.org

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Publications by Louise Keely

Key Business Issues

- [No More Tiers: Navigating the Future of Consumer Demand across China's Cities \(CHRO Strategic Implications\)](#)
14 December, 2015
- [No More Tiers: Navigating the Future of Consumer Demand across China's Cities \(CFO Strategic Implications\)](#)
11 December, 2015
- [No More Tiers: Navigating the Future of Consumer Demand across China's Cities \(CMO Strategic Implications\)](#)
19 November, 2015
- [No More Tiers: Navigating the Future of Consumer Demand across China's Cities \(CEO Strategic Implications\)](#)
19 November, 2015
- [No More Tiers: Navigating the Future of Consumer Demand across China's Cities \(Executive Summary\)](#)
18 November, 2015
- [No More Tiers: Navigating the Future of Consumer Demand across China's Cities](#)
18 November, 2015

The Demand Institute

- [Introducing the Connected Spender: The Digital Consumer of the Future \(Executive Summary\)](#)
08 February, 2017
- [The End of Cold, Hard Cash and the Global Shift toward Cashless Consumer Payments](#)
29 August, 2016
- [Location Matters: Where America Is Moving](#)
15 January, 2015
- [The Housing Satisfaction Gap: What People Want, but Don't Have](#)
03 December, 2014
- [A Tale of 2000 Cities](#)
25 February, 2014