

## Access to Experts



**Christine Hight**  
Senior Director of Customer Insights  
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Christine Hight is Senior Director of Customer Insights for Hilton Worldwide, and leads the company's global custom research group.

Christine is a 25-year veteran of the market research industry, with the past fourteen years with Hilton Worldwide in Market Research. Prior to joining Hilton, she held research positions with several boutique research firms, including Food Insights of Cordova, Tennessee; Ethridge & Associates of Cordova, Tennessee; and six years with Chadwick, Martin, Bailey, Inc., of Boston, Massachusetts. During her tenure with CMB in Boston, Ms. Hight served as Project Manager and as Director of Data Processing, providing consumer and business-to-business research services to a broad range of industries, including educational publishing, manufacturing, and travel/hospitality. Christine has extensive experience in customer satisfaction, choice-modeling, segmentation, product development, customer experience research, as well as social media monitoring and text analytics.

Christine earned a Bachelor's degree in Sociology at Lambuth College and completed her graduate coursework in Sociology at Memphis State University.

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