

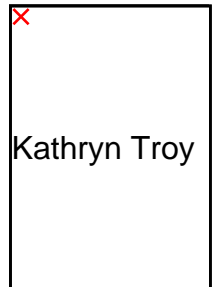
Access to Experts

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Kathryn Troy is the former Director of The Conference Board's Performance Excellence research program, and currently consults on research with the Board. She is a retiree of The Conference Board.

She authored more than 25 Conference Board reports covering such topics as customer strategy, corporate branding and communication practices, quality, and change management. Prior to joining the Board, she worked for 13 years as a business planner and research manager at divisions of Time Inc. and CBS.



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Publications by Kathryn Troy

Research Report

- [Making Innovation Work: From Strategy to Practice](#)
28 April, 2004
- [Branding on Site: Customer Relationships in the Digital Marketplace](#)
10 December, 2001
- [Managing the Corporate Brand](#)
15 May, 1998
- [Corporate Volunteerism: How Families Make a Difference](#)
01 July, 1997