

## Access to Experts

### Jennifer Lacks Kaplan

Jennifer Lacks Kaplan is a partner in Monitor Group and a leader in M2C (Market to Customer), a division of Monitor Group focused on helping companies drive profitable top-line growth. She leads company efforts to develop and bring new customer marketing-related methodologies, tools, and frameworks to client settings and oversees M2C's GrowthPath™ service line.

Contact Carol Courter, Manager, Corporate Communications, +1 212 339 0232, [courter@conferenceboard.org](mailto:courter@conferenceboard.org)

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## Publications by Jennifer Lacks Kaplan

Executive Action Report

- [Precision Marketing: Five Ways to Make Better Marketing Investment Decisions](#)  
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