

## Access to Experts

### **Yakir Siegal**

Yakir Siegal is a senior partner at Monitor Group based in the firm's Cambridge office. He has worked in a variety of industries since he joined Monitor in 1994, including energy, life sciences, manufacturing, consumer products, information services, telecommunications, high technology, and financial services.

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

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## Publications by Yakir Siegal

Executive Action Report

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