

## Access to Experts



**Cassie Stern**  
Program Director

Cassie Stern serves as the Program Director on the Customer Experience Council II for The Conference Board. She is passionate about creating that WOW factor to delight the customer. As the former Head of Customer Care and Quality for Nokia in North America, she only knows too well what listening to the customer can do to improve the bottom line.

Prior to her role in Customer Care, she was Vice President for Quality at Nokia. She previously served as Director, Quality for Abbott Diagnostics, and Director, R & D for Abbott Diagnostics. Her experience in both consumer and medical technologies has strengthened her belief that quality and customer excellence go hand in hand to improve the customer experience.

She was a member of The Quality Council and the Customer Experience Council during her employment with Nokia.

Cassie holds a BS in Biology from Douglass College at Rutgers University and a MS in Microbiology/Biochemistry from Rutgers University, Waksman Institute. In her spare time, she plays golf and bridge, and travels frequently to visit family. Cassie and her husband, Fred, live in Dallas, TX.

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

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## Publications by Cassie Stern

Council Perspectives

- [Answering the CEO Challenge: How Quality Can Drive Profitable Growth across the Organization](#)  
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