Lynn Brunner

Principal Consultant

Experian Advisory Services

Education:

- BS, Marketing, Northern Illinois University
- MBA, Northern Illinois University

Consulting expertise:

- NA, UK and Europe
- Customer Life-cycle Management
- Marketing Execution
- Business Transformation
- Customer-level Decisioning and Optimization

"My key objective is to deliver results to clients by making the most of customer value while managing risk throughout the customer life-cycle, from acquisition through to retention, collections and win-back."

Lynn Brunner is a specialist in marketing, business and operational transformation, with a focus on delivering sustainable competitive advantage and profitability.

She has over 20 years of deep customer life-cycle management experience across a number of verticals, in the UK, Europe and North America.

Lynn is able to provide clients with a very comprehensive approach – from strategy to delivery – having worked across marketing, customer and account management, customer service, collections, operations and product development.

She has held several key senior level roles within a number of organizations, most recently as SVP of Marketing and Strategic Development for an international consumer goods and services company, where she implemented a full marketing and lead-to-sales management business transformation. Lynn has also held senior positions at Coca-Cola and one of Europe's largest telecoms companies, Orange, where she led CRM strategic development, including the implementation of decisioning and optimization software. While heading up Customer Management Consulting for North America at a large billing software provider, she also worked with other key telecoms companies, including AT&T, T-Mobile, Sprint and US Cellular, with a focus on real-time centralized decisioning and customer-centric management.

Within other verticals, Lynn has worked with a number of financial service and retail organizations in the UK and North America, providing strategic guidance on integrating marketing and risk management across the customer life-cycle.

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