

Principal Profile: Brian Goonan

Brian has over 12 years of consulting experience, including 10 years in the Chicago offices of Inforte and eLoyalty. While Brian was at Inforte he was the leader in Inforte's Customer Strategy practice.

Brian's specializes in customer strategy development and execution including: customer analytics; customer segmentation; value proposition design; sales, service and marketing capability building; enterprise-wide business transformation; CRM implementation and organizational design. He has led engagements at numerous clients including: Kimberly Clark, Harland, Allergan, Alstom Power, Swagelok, Ubisoft Entertainment, Grizzard, and UnitedHealthcare Group.

Brian received an M.B.A. from the Kellogg Graduate School at Northwestern. He received his B.A. in Accounting from Marquette University.

