

Principal Profile: Charlie Wise

Charlie has over 20 years of consulting and industry experience. As a consultant in the Chicago offices of Inforte, eLoyalty, and CSC Index, Charlie led engagements across a range of industries with companies including Kimberly-Clark, Wells Fargo Insurance, Carlson Companies, UnitedHealthcare, CUNA Mutual, H&R Block, and Rockwell Automation. His engagements have focused on customer segmentation, value proposition development, customer relationship management strategy, marketing and customer interaction process design, customer analytics, and organizational design.



Charlie has held senior-level marketing, strategy, business development and client management roles at major financial institutions including JP Morgan Chase and Harris Bank. As VP, Marketing and Customer Strategies at Harris Bank, Charlie led the Customer Experience Group and helmed an enterprise transformation initiative to design and deliver Harris' value proposition and customer experience to target retail and business customers across all interaction channels.

Charlie received an M.B.A. with Distinction from Kellogg School of Management with majors in Marketing, Finance and Strategy. He received his B.S. in Commerce from the University of Virginia's McIntire School of Commerce. Charlie lives outside Chicago with his wife and two children.

