

Come and connect with hospitality marketers!

Improving customer experience through Medallia

Guest Speaker:

Jonathan Sockell

Product Marketing Manager

Medallia Inc.

<http://www.medallia.com/solutions/hospitality-feedback>

When: Monday, Sept. 9

Where: SPX 209, HSPM 104, 3:00-4:15pm

Leveraging the internet and cutting-edge technology, like text analytics, data mining and visualization, Medallia was founded to help companies track how they are doing with customers on a day-to-day and even minute-by-minute basis. Medallia set out to enable companies to act on that feedback continuously (and track the outcomes), forming a virtuous cycle of improvement that sets our customers apart from their competitors.

Jonathan's role at Medallia is to deeply understand the needs of customers, and to conceive, develop, and deliver messaging that effectively positions Medallia's products and services to current and potential clients. Jonathan serves as the conduit between the business needs and challenges of customers, and the technological capabilities of Medallia's marketplace offering. Mr. Sockell holds BA degree in Economics with Washington University--St. Louis, and MBA degree with Vanderbilt University.