



KAY CRUSE

VP, VOC Strategic Practice
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With nearly 20 years of client engagement and strategic marketing experience, Kay serves as Vice President for Strategex. She assists businesses in understanding and documenting customer issues, prioritizing strategic opportunities, and developing tactical implementation processes to create maximum ROI.

Kay holds a BA degree from the University of North Carolina. Kay has developed and facilitated more than 700 focus groups, roundtable and panel discussions and customer advisory councils.
