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## Coalition Greenwich

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### Ronald Balmer

**Customer Experience** Expertise Customer Experience Location Global,North America

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Ron Balmer joined the Firm in 2006. A recognized expert in customer and employee loyalty, Ron has led loyalty initiatives at dozens of organizations, including Federal Express, The Ritz Carlton Hotel Company, Mars, Wachovia, Bank of America, Eastman, and MCI/Verizon. Prior to joining the Firm, Ron was a managing partner at The Gallup Organization.

Ron earned both his BS and MBA degrees with distinction. He has also written for numerous

publications and has been an adjunct faculty member for three colleges.

**Certifications:** Six Sigma Greenbelt, University of Toyota-Kaizen, Conner Partners CEM-Change Management

**Affiliated Organizations/Philanthropy:** Board member of World Montessori School, Atlanta Opera, Junior Achievement Georgia, American Assets Corporation and Premier Financial Services Corporation

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