



JEN SWAIN

Jennifer Swain has more than 15 years' experience advising clients and providing recommendations across a wide variety of strategic issues such as investments in new product development, new market entry and market expansion, go-to-market strategy, new customer acquisition and retention, market sizing, determining brand value and competitor response. At Fuld + Company she leads the diversified practice which encompasses the Technology, Travel + Leisure, Aerodynamics + Defense, Industrial Goods, Human Capital Management, Loyalty and Engagement, Behavior and Predictive Analytics sectors.

EXPERTISE

Prior to joining Fuld + Company, Jennifer served as a Director at DALBAR where she launched the firm's financial services online and web site syndicated evaluation program designed to identify trends and best practices to improve financial advisor support and communication.

EDUCATION

Jennifer received her B.A. in Marketing from LaSalle University and resides in New Jersey.