**The Voice of Your Customer**

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Crystal L. Kendrick, President

Crystal L. Kendrick, President of The Voice of Your Customer, has more than 25 years of global and domestic marketing experience targeting diverse populations. She holds a BBA in Marketing from Temple University and an MBA in Business Administration from Northern Kentucky University. Crystal completed Minority Business Executive Training Programs at Dartmouth College, Babson College and the University of Wisconsin.

The Voice of Your Customer is a consulting firm that specializes in market research, secret shopping and outreach campaigns. Under her leadership, The Voice of Your Customer was named the NMSDC National Supplier of the Year and the Cincinnati PRSA Small Agency of the Year.

Crystal serves on the board of the Spring Grove Funeral Home and as the National Recording Secretary of The Links, Incorporated. For her professional and philanthropic accomplishments, Crystal has been named a YWCA Cincinnati Career Woman of Achievement, a Girl Scouts of Western Ohio Woman of Distinction and a Cincinnati Enquirer Woman of the Year.

Before launching The Voice of Your Customer, Crystal held management positions at General Cable, Fifth Third Bank and Meritor. Connect with her on social media at @VOYC.