

KATRINA NOELLE

Insights Industry Thought Leader,
Entrepreneur, Speaker, Facilitator & Catalyst

LISTENING CHANGES THE GAME

Most decisions get made without the one voice that actually matters: the customer. The moment you put a real customer in the room, guessing stops. Everyone hears the same thing, at the same time, in the customer's own words. ***Alignment happens instantly.***

Humanizing the customer together as a team creates empathy and moves understanding from theory to real-life, allowing you to make clear decisions and real changes. ***Katrina can help you listen in a Keynote or a Workshop.***

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LINKS

LinkedIn: [@katrinanoelle](#)
Instagram: [@NewsFromKNOW](#)

KNow Research [Website & Blog](#)
KNow Research [YouTube Channel](#)

Keynote

Choose a Keynote if your team wants to hear directly from their customers, live and unfiltered. This format creates connection and alignment in front of a group, whether that's a member audience, a company-wide gathering, or a leadership team needing to reconnect with the people they serve.



Workshop

Choose a Workshop if your team wants to build real, lasting voice of the customer capabilities. This hands-on, interactive workshop teaches your team how to identify what you already know, uncover the right questions to ask, and turn customer conversations into a process you can run yourselves.



ABOUT KATRINA

Katrina Noelle founded [KNow Research](#) - a certified, woman-owned, female-forward insights consultancy and California Certified Green Business - in 2003, and co-founded Scoot Insights, a trademarked decision-making methodology in 2015.

With both businesses operating under one umbrella, she delivers custom research to Fortune 500 companies and guides teams toward human-centered design approaches. Owner of 3 corporate trademarks and co-host of TRIP: The Research Inclusion Project podcast, Katrina is an industry thought leader and champion of women in research. She is an active speaker, facilitator, and mentor with the Insights Association, WIRe, BAARC, Girls Inc., The Renaissance Center, WBENC, FCS, ESOMAR, AMA, DMI, and MRC.

She serves as a board member of the MSMRA at Michigan State and works closely with the graduate program at USF. She has recently been recognized as an Insights Association Laureate, an Insight250 Legend, a 100 Women to KNOW in America & Woman to KNOW in California, a WBENC Pacific Pinnacle Award winner and an Entering Women of the Year Award honoree.

