



# InsightsNow Adds Growth Strategist Kristin Luck to Board of Directors

*Leading behavioral insights consultancy expands Board to bolster technology and service expansions*

CHICAGO, IL, UNITED STATES, October 24, 2017 /EINPresswire.com/ -- 23 October 2017 – Chicago, IL – [InsightsNow](http://www.insightsnow.com), a research consultancy that specializes in applying the science of human behavior to custom research for product development, brand positioning and marketing messaging in order to achieve accelerated business success, has added growth strategist Kristin Luck to its Board of Directors.

Dave Lundahl, Founder and CEO of InsightsNow, said, “Kristin brings deep experience of great strategic value to our Board of Directors. As a serial entrepreneur with multiple successful exits her extensive background in applying technology to research is invaluable to our strategic growth.”

Kristin Luck is a serial research technology entrepreneur who now works across a variety of industries as a growth strategy consultant. With over 20 years of experience as a marketing measurement entrepreneur, Luck brings a focus on data driven nontraditional growth strategies to the InsightsNow Board. She is ranked as one of the top 100 sales and branding experts to follow on social media and most recently served as President/CMO of Decipher before its acquisition by FocusVision in 2014. Kristin also founded Women in Research, a not-for-profit organization with over 5,000 active community members globally.

Luck joins existing InsightsNow Board members Rich Carone, CEO at Korvis Automation; Simon Chadwick, Managing Partner at Cambiar Consulting and Chairman of the Insights Association; and Dave Lundahl, Founder and CEO of InsightsNow.

## About InsightsNow

InsightsNow is a research consultancy that specializes in applying the science of human psychology and behavior to the arenas of product development, brand positioning and consumer marketing research projects—delving into the “why” to drive greater business success, faster. The company works closely with clients to design custom research to address business challenges and accelerate innovation by focusing on consumer behaviors and emotional drivers. InsightsNow was named one of the most innovative market research firms in the world by Greenbook’s 2017 Grit Report.

<http://www.insightsnow.com>

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