Jeff Nicholson Head of Product Strategy, CRM, Office of the CTO Pegasystems

JEFFREY NICHOLSON (Boston, MA) is the Vice President and Head of Product Strategy for CRM as part of the Office of the CTO for Pegasystems, where he leads the company's CRM market vision and strategy. A recognized customer engagement thought leader, Jeff works closely with industry analysts and has been a frequent presenter at CRM industry events on subjects including consumer engagement strategy, customer analytics, digital marketing and customer journey best practice. His viewpoints and opinions have been featured in publications and outlets including AdAge, Chief Marketer, CMO.com, CustomerThink, Direct Marketing News, The Economist and MediaPost. A guest lecturer at Boston College's MBA program on digital marketing strategy, he possesses deep expertise in customer journey best practice, consumer engagement, predictive analytics, business process management and CRM technology.