

Michelle Musgrove has more than 15 years of specialized marketing experience including strategy, product development, segmentation, multi-cultural marketing, loyalty program management, relationship management and customer experience management.

Currently, Michelle serves as Vice President, AARP Experience Strategy & Governance at AARP. In this role, Michelle has supported the launch of the customer experience management function with a focus on strategy, change management, communications and generating early wins. Prior to joining AARP, Michelle led successful engagement and loyalty programs at AOL, American Express and JP Morgan Chase.

Michelle graduated with a MBA and concentration in Marketing from the University of California at Berkeley as well as a BA in Political Science from the University of Pennsylvania.