Rick Parrish is a senior analyst serving government Customer Experience Professionals. Rick's research helps governments overcome the unique challenges they face in developing successful and innovative customer experiences for the people they serve. Rick was previously an analyst at the Central Intelligence Agency, where he helped pioneer high-profile improvements in the CIA's customer focus and gained an appreciation for the unique hurdles governments face in such efforts.Rick holds a Ph.D. in political science from the University of Wisconsin-Madison, where he focused on international relations and political theory.