



Ramon Novoa, MBA (Marketing), Senior Director, Gold Research-Support™

Ramon is a bi-lingual market researcher specializing in both qualitative and quantitative research. He focuses on customer engagement, leading research and testing to discover the drivers of customer delight and building strategies to maximize it. He combines market research with loyalty surveys, behavioral analytics, and the voice of the customer to generate actionable insights that can be used to drive the business strategy. Ramon has worked with clients including Epson, Kroger, and several advertising agencies to help develop insights driven marketing and sales strategies.

Ramon has a BBA with a major in marketing from the University of Puerto Rico and an MBA from the Inter American University. He is fully bilingual in both Spanish and English.