



**Dan Case**  
*Principal*  
Cicero Group

**Prior Experience**

- Director of Research, Cue Media
- Northwestern University, MS Predictive Analytics
- Westminster College, BS Economics

Dan Case is a Principal with Cicero Group and co-leads the firm’s Customer Insight and Analytics practice. Dan has specific expertise in using analytic approaches to empower tangible, data-driven strategies for clients. With over eight years of management consulting and research experience, Dan has been a trusted advisor to senior executives across a range of companies and industries.

Dan has consulted in a number of strategic capacities, including customer engagement, product design and innovation, transformation and operations, and risk management. During his time with Cicero, Dan has been key in the development of the firm’s analytic practices, including segmentation, conjoint modeling, predictive analytics, demand modeling, and customer analytics.

Prior to joining Cicero Group, Dan was the Director of Research for Cue Media, a full-service marketing and advertising firm. During this role Dan advised clients in a number of capacities, including customer engagement strategies, channel optimization, and message testing.

Dan holds a bachelor’s degree in economics from Westminster College and a master’s degree in Predictive Analytics from Northwestern University. In addition, Dan holds a Professional Research Certification (PRC) from the National Marketing Research Association.