

# Catherine Nelson

Loyalty Expert, Leadership Consultant, and Speaker



## Topics

Customer Loyalty

*Catherine Nelson helps people engage their hearts and minds towards meaningful goals that are a “win” for the business, the employee, and the customer.*

Catherine Nelson is the Managing Consultant of the Customer Loyalty Practice at FranklinCovey in Salt Lake City, Utah. As a key leader of the Customer Loyalty Practice, Catherine is primarily responsible for thought leadership, large-scale client implementation, and customer satisfaction.

Catherine has been with FranklinCovey for more than 10 years and has served in a number of roles. She led the team that developed FranklinCovey’s front-line execution program and has also been a key thought leader in FranklinCovey’s employee engagement methodology. In these roles she has worked with numerous clients, large and small. For three years she was responsible for sales force development and has supported FranklinCovey sales and delivery team members all over the world.

Catherine has also worked as an HR consultant, as the leader of a not-for-profit organization, and as an educator.

## Accomplishments

- B.A., Education and Psychology
- M.O.B., Organizational Behavior, Brigham Young University
- Director of Business Execution and Product Architect, FranklinCovey
- Director of Organizational Learning, FranklinCovey
- Managing Consultant, Customer Loyalty Practice, FranklinCovey

To schedule Catherine Nelson  
Call **1-888-554-1776**



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