Allianz Life Insurance Company of North America



Angelica Bonacci

Senior Director, Customer Insights and Experience
Allianz Life Insurance Company of North America

Background

With more than 20 years of experience in consumer insights, Bonacci has a deep understanding of Americans' financial needs, attitudes, and behaviors, and how financial professionals and insurers can effectively address them.

Experience

- More than 10 years at Allianz Life in Customer Insights and Experience.
- More than 20 years of leadership in customer insights research into customer behavior, customer experience, product development, and brand awareness.
- Experience with marketing analytics and using data to understand consumer behavior.
- Industry speaker on customer experience and analytics; guest lecturer on quantitative research methods.

Education, certifications, and memberships

- M.S. in psychology from Iowa State University with a minor in statistics
- B.A. in psychology from St. Norbert College

→ FOCUSED ON:

- Market research
- Consumer trends, needs, and behaviors
- Qualitative and quantitative research

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