



The Voice of Your Customer

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Crystal L. Kendrick, President

In 2001, Crystal L. Kendrick began to conduct mystery observations, media campaigns and professional development trainings for small business owners and non-profit organizations in the Greater Cincinnati Area. In 2005, Crystal expanded her efforts to include writing weekly reviews of arts programs, community activities and local restaurants as the Events Editor for the Cincinnati Herald. In addition, she began to teach marketing and consumer behavior courses at local universities. Crystal L. Kendrick soon consolidated all of her professional and volunteer efforts to create *The Voice of Your Customer*, a marketing consulting firm. We have since expanded the breadth of our services to include survey research, market and competitive analysis, strategic planning, employee development and additional business training programs.

Crystal has more than 20 years of domestic and international sales, marketing and customer service experiences with Fortune 1000 companies. She holds a Masters of Business Administration from Northern Kentucky University and a Bachelor of Business Administration from Temple University. Crystal is a Diamond Life Member of Delta Sigma Theta Sorority, Inc., a charter member for the Queen City Chapter of The Links, Incorporated, a lifelong member of the Episcopal Church and a member of the Cincinnati Association of Black Journalists.

For her many accomplishments in business, Crystal has received numerous awards including: 2008 Cincinnati Public Schools' Supplier Diversity "Reach and Teach" Award; 2008 Ohio MLK Award - Economic Opportunity; 2007 Cincy Chic Notable Women; 2007 Cincy Business Magazine Athena Award Finalist, 2007 Leading Women - Management, Cincinnati YWCA Rising Star - 2006, Who's Who in Black Cincinnati - 2006, Business Women - Cincinnati Top Women in Sales - 2006, Cincinnati Business Courier Forty Under 40 - 2005, Delta Sigma Theta Sorority, Inc. - Excellence in International Awareness and Involvement - 2002.



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