

Dee Allsop, Ph.D. CEO, Managing Partner



Formerly CEO of WirthlinWorldwide and President of Harris Interactive Solutions Groups, Dee is currently CEO/Managing Partner of Heart+Mind Strategies. Over his 30-year career, Dee has had experience providing results oriented brand and communications strategies for some of the world's largest organizations, including the largest automobile manufacturer, largest aerospace manufacturer, and largest hotel and lodging chain, among many others.

From 1986 to 1988, Dee directed the public opinion research for the White House.

Dee's expertise covers a broad range, including advertising research, crisis communications, values marketing, new product launches, issues marketing, political campaigns, employee research, customer satisfaction, brand essence research, brand equity tracking, logo and naming strategies, and corporate reputation.

In 2000 the American Association of Political Consultants honored Dee as "Pollster of the Year". That same year, Dee received the Advertising Research Foundation's David Ogilvy award for his work for the "The New Steel" campaign. Dee was recognized again with a David Ogilvy award in 2007.

Dee is a graduate of Brigham Young University and holds both a M.A. and a Ph.D. in Political Science from The Ohio State University.