



Alex Genov

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Profile

As a seasoned customer and market research professional with a PhD in **Behavioral Psychology**, I am passionate about the transformative power of AI technologies to drive business success and **improve human lives**. In today's AI-driven landscape, characterized by both excitement and anxiety, many business leaders hastily adopt AI out of "fear of missing out" (FOMO). This often results in a lack of focus and resource wastage. I advocate for a **practical approach** to AI adoption, accelerated by a deep understanding of customers as individuals. Securing the best business outcomes from AI comes from combining quantitative data and algorithms with a genuine **customer-centric culture**, developed through rigorous customer and market research.

At Zappos, I pioneered and led the Voice of the Customer program, growing the database of customer comments from 0 to 800,000 over the course of 10 years. By applying advanced text analytics AI, our team were able to act on opportunities to enhance the digital customer experience, saving \$1.4M a week by addressing issues in just a single area of the customer journey. The potential for **improving the entire end-to-end customer experience** was even greater. Details available on request.

Zappos generously supported and encouraged my work as an author and keynote speaker. In that capacity, I shared insights on the human stories behind customer interactions and transactions, part of my proven leadership approach that emphasizes **empathy** and a **customer-centric mindset**. One of my proudest achievements is influencing the implementation of guest checkout for the first time in the retailer's 25-year history, setting the stage to significantly increase site conversion rates. Details available on request.

Work Experience

08/2015 – 06/2024
Las Vegas, Nevada,
United States

Customer Experience Research & Marketing Insights Zappos

- Managed sizable research budget, vendors, and contractors
- Facilitated the actioning on insights from the Voice of the Customer (VOC) program
- Collaborated with Advanced Analytics to identify an improvement opportunity of \$1.4M per week from one part of the shopping funnel based on VOC insights
- Conducted strategic customer surveys whose insights informed key business decisions
- Explored innovative approaches in text analytics and non-verbal measures of emotion which involved the use of AI
- Conducted the very first Psychographic Market Segmentation at Zappos, followed by several additional segmentation projects; quantified the potential value of key segments to the tune of hundredths of millions of dollars
- Established and led the Customer Experience Outcomes (CXO) survey program, identifying areas for UX improvements on a quarterly basis
- Created and led Brand Awareness and Sentiment tracking surveys; insights were regularly used in QBR reviews with Amazon
- Conducted extensive customer research on the Zappos Loyalty Program

07/2014 – 08/2015
Las Vegas, Nevada Area

UX Research Manager Zappos

- Managed a sizeable research budget as well as contractors and vendors
- Created and led Voice of the Customer program across the whole Zappos customer experience for over 9 years; grew customer comments database from 0 to 800,000+ comments to be analyzed using AI
- Mentored research team to enhance skills and knowledge in user experience research while cultivating an agile mindset

Work Experience

- Collaborated to break down silos between the User Research, Market Research, and Data Analytics groups
- Generated insights to inform business strategy decisions
- Conducted hands-on work and coordinated team efforts in various research methodologies including usability, market segmentation research, persona creation, field research, contextual inquiry, longitudinal research, mental model, and card-sorting research

04/2014 – 07/2014
Greater San Diego Area

UX Manager (Interim) **ACTIVE Network**

- Interviewed UX candidates to assess qualifications and fit for team
- Onboarded new hires and facilitated training sessions for team members
- Led team meetings to discuss project updates, challenges, and goals
- Coordinated collaboration with domestic and overseas teams to ensure seamless workflow and communication.

10/2011 – 04/2014
Greater San Diego Area

Principal User Researcher **ACTIVE Network**

- Conducted strategic and tactical consumer research across diverse markets and product lines
- Planned research initiatives spanning the full customer journey within an Agile software development framework
- Collaborated with Market Research to define consumer segmentation strategies
- Executed cognitive modelling to inform user experience design decisions
- Conducted iterative usability research to enhance product usability
- Performed benchmark usability research to improve user experience

06/2004 – 02/2011
San Diego, United States

Staff Experience Design Researcher **Intuit**

- Spearheaded research on the role of emotions in creating customer experiences
- Enabled cross-functional teams to gather timely customer feedback and define research objectives
- Led discovery and innovation customer research in concept stages, including field research
- Conducted iterative and evaluative customer research in development and post-release stages
- Advocated for non-verbal measures of users' emotional experience with products
- Championed a design mindset within product teams

09/2001 – 05/2004
Bloomington,
United States

Senior Usability Specialist **State Farm Insurance**

- Led planning and execution of Usability studies, collaborating with project teams to define goals, specify user groups, select appropriate methodologies, collect and analyze data, and create reports with recommended design changes
- Organized and facilitated Focus group and Survey research to gather insights from users
- Conducted qualitative and quantitative research on Usability-related topics
- Coordinated partnerships with universities for basic and applied Usability research initiatives
- Advised senior management on the application of Social Psychological research to business challenges

Education

01/1994 – 12/2000
Worcester, USA

Experimental Social Psychology | PhD **Clark University**

01/1991 – 12/1994
Ithaca, USA

Social Psychology | BA **Cornell University**

Skills

Research Methods
Professional

SPSS
Professional

Market Segmentation Research
Professional

Voice of the Customer
Professional

In-depth Interviews
Professional

Storytelling and Presentation
Professional

Team Leadership
Professional

Data Analysis
Professional

Usability Testing
Professional

Persona Creation
Professional

Insights Generation
Professional

Ethnography
Professional

Survey Creation
Professional

Thought Leadership
Professional

Publications

05/2022

Forget the Customer, See the Person: A business guide to deeper customer empathy in uncertain times and beyond
Amazon

11/2005

Iterative Usability Testing as Continuous Feedback: A Control Systems Perspective
Journal of Usability Studies

Awards

Speaking Engagements

Over the years, I have delivered over 120 keynote presentations – both in person and virtual. Have given talks on 6 out of the 7 continents.

01/2018

Patent: US 9,870,588 B1 United States Patent Office

METHODS SYSTEMS AND ARTICLES OF MANUFACTURE FOR ADAPTING A FINANCE PROGRAM TO A USER OF THE FINANCE PROGRAM