



Abigail Lovell

Senior Vice President, Global Corporate Responsibility and Shared Marketing, Experian North America

Job description

Abigail assumed her role leading Global Corporate Responsibility in April 2017, adding to her responsibilities overseeing Shared Marketing functions for North America, which she has led since 2014. Abigail is currently driving to expand Experian's corporate responsibility efforts and investment. She oversees the global social responsibility and social innovation programs which positively impact business performance and employee engagement.

As leader of Shared Marketing for North America, Abigail has a team of creative designers, copywriters, event planners and website optimization experts who partner with sales teams and leaders across multiple businesses to drive revenue and business performance. She also chairs the Consumer Advisory Board, connecting consumer advocate groups to Experian's social impact initiatives, where partnerships help to educate and empower consumers around their financial health.

Experian job history

Prior to taking on her current role, Abigail has held a number of roles across Experian North America in her 20 year tenure, including Vice President of Corporate Marketing and Director of Marketing for Consumer Information Services and Business Information Services.

Accomplishments

Abigail launched Experian's first Consumer Advisory Board with key influencers across North America and a Consumer Experience Programme that influenced and strengthened Experian's relationship with consumers. In 2013, she led and expanded the North America Corporate Responsibility team to help achieve regional targets and greater reach across the communities. Most recently, in July 2017, Abigail was asked to sponsor and lead the inaugural leadership program in North America, Powering Your Potential, for high performing leaders who manage Experian's teams, projects and processes.

Prior work experience

1993 - 1997
1991 - 1993

Children's Hospital of Orange County
UCI Healthcare System, Orange, CA

Education

University of Colorado, Boulder

Bachelor of Arts, Marketing and English
