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Analytics Professional Addresses Marketing Research Students

November 4, 2022



Marcus Bermudez speaking to marketing research students

Marcus Bermudez, vice president of analytics, Epsilon CRM/Automotive spoke to students in Yuan Li's, Ph.D., assistant professor of marketing, marketing research class on November 2. Bermudez discussed the journey his career has led him on thus far and provided an overview of Epsilon, a data and tech powerhouse for brands, with examples of companies Epsilon has worked with, including Unilever, Disney, McDonald's, Toyota, and Marriott, and how Epsilon helps its clients reach their customers before opening the floor up to questions from the students.

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