

## **Constance (Connie) Alexander**

As Senior Manager, Market Research & Analytics at Allegion, Connie Alexander leads the team responsible for conducting voice of customer and other primary marketing research around new product development, branding, and go to market activities around Allegion's portfolio of security products.

Prior to joining Allegion, Connie worked for SMARI, a research consultancy, and has over 25 years of experience in the market research industry working with diverse clients in the manufacturing, education, healthcare and non-profit sectors. In the non-profit arena, she has worked with many clients including the American Red Cross, Goodwill Industries, the YMCA, United Way of Central Indiana, Project Lead the Way, and the Children's Museum of Indianapolis.

Connie holds a Bachelor of Science degree in Marketing Planning & Research from Ball State University and a Master of Business Administration from Butler University.

At Allegion, Connie co-leads G.I.V.E.- Get Involved, Volunteer, Engage, which plans and coordinates employee volunteer opportunities and fundraising activities. Outside of work, Connie enjoys spending time with family and friends as well as volunteering for organizations including the American Red Cross and Dress for Success.