



# Angelica Bonacci

Senior Director, Customer Insights and Experience  
Allianz Life Insurance Company of North America

## Background

With two decades of experience in consumer insights, Bonacci has a deep understanding of Americans' financial needs, attitudes, and behaviors, and how financial professionals and insurers can effectively address them.

## Experience

- 10 years at Allianz Life in Customer Insights and Experience.
- 20 years of leadership in customer insights research into customer behavior, customer experience, product development, and brand awareness.
- Experience with marketing analytics and using data to understand consumer behavior.
- Industry speaker on customer experience and analytics; guest lecturer on quantitative research methods.

## Education, certifications, and memberships

- M.S. in psychology from Iowa State University with a minor in statistics
- B.A. in psychology from St. Norbert College

### → FOCUSED ON:

- Market research
- Consumer trends, needs, and behaviors
- Qualitative and quantitative research