

## Allison Howell

### Executive Profile



**Allison Howell**  
Vice President  
Market Innovation

### Background

As the vice president of market innovation at Hogan Assessments, Allison Howell is responsible for ensuring that Hogan's brand and products are known in the market as premium, client-centered, and innovative. She leads the marketing and product development functions at Hogan as a member of the executive leadership team.

With a background in corporate communications, marketing, and HR, Allison has worked in both enterprise corporate environments and boutique consulting firms. Prior to joining Hogan, she worked as an HR consultant and corporate trainer in Paris, France. Bilingual in English and French, she has managed global training programs across five continents and in multiple languages. Allison has worked on projects with global companies like Bic, Coca-Cola European Partners, Louis Vuitton, and Chanel, as well as several governmental agencies and nonprofit organizations.

Allison received her master's degree in science communication from the University of Wisconsin. She was also a professor at CELSA Université Paris-Sorbonne, where she taught courses on corporate communication, risk communication, and social marketing campaigns.

### Marketing

#### Product Development

#### Corporate Communications

#### Consumer Behavior and Information Processing

#### Science Communication

### Professional Experience

*VP, Market Innovation, Hogan Assessments*

*Sr Director, Marketing, Hogan Assessments*

*Global Brand Strategist, Hogan Assessments*

*Project Manager, MoreHuman Partners*

*Adjunct Professor, CELSA Université Paris Sorbonne*

*Recruitment Specialist, University of Wisconsin Hospitals and Clinics*

### Degrees and Institutions

Graduate Fellow – CELSA Université Paris Sorbonne

Master of Science – Journalism and Mass Communication,  
University of Wisconsin-Madison

Bachelor of Arts – French/Teaching English as a Foreign Language,  
University of Wisconsin-Eau Claire