

Allison Howell

Leadership Profile



Allison Howell, MS
Chief Executive Officer
Executive Leadership Team

Background

Allison Howell is the chief executive officer at Hogan Assessments, where she leads the company's global strategy, product innovation, and market growth. As CEO, she is responsible for advancing Hogan's mission to deliver scientifically rigorous, ethical, and impactful personality assessments that support better talent decisions worldwide.

Allison brings more than a decade of experience at Hogan, having joined the company in 2014 and held roles including market researcher, global brand strategist, senior director of marketing, and vice president of market innovation. In her most recent role, she led product development and oversaw the creation and launch of Hogan Talent (HT), the company's next-generation technology platform, guiding clients through its successful adoption.

With a background in corporate communications, marketing, and HR, Allison has worked in both enterprise 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 and development initiatives across five continents and worked with organizations including Bic, Coca-Cola European Partners, Louis Vuitton, and Chanel, as well as governmental and nonprofit institutions.

Allison holds a master's degree in science communication from the University of Wisconsin-Madison and served as an adjunct professor at CELSA Université Paris-Sorbonne, where she taught courses in corporate communication, risk communication, and social marketing campaigns.

Professional Experience

Vice President of Market Innovation, Hogan Assessments

Senior Director of Marketing, Hogan Assessments

Project Manager, MoreHuman Partners

Adjunct Professor, CELSA Université Paris-Sorbonne

Education

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

Marketing

Product Development

Corporate Communication

Consumer Behavior and Information Processing

Science Communication