



MISSION



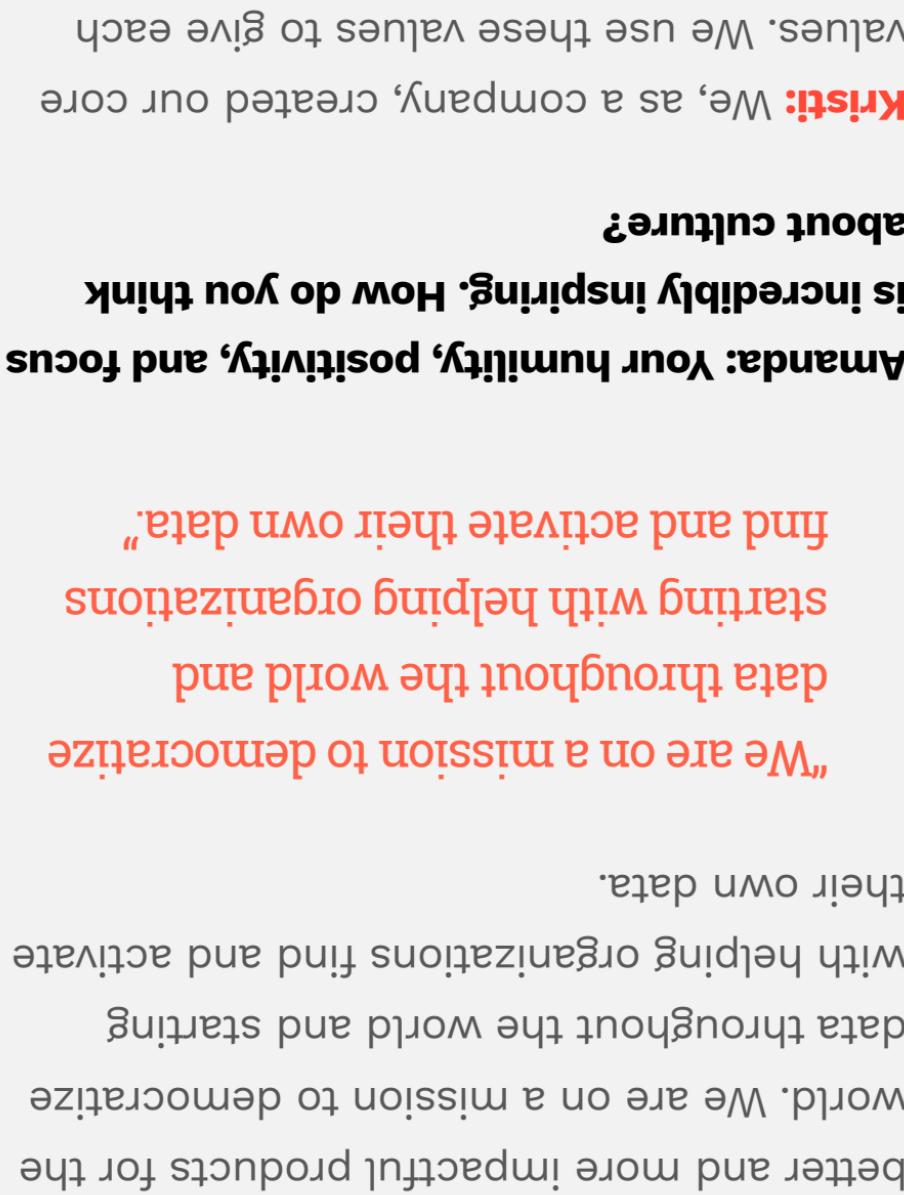
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Kristi is the founder of KnowledgeHound. To know more about KnowledgeHound, visit their website.

Kristi: We, as a company, created our core values. We use these values to give each other good feedback on a weekly basis. Every Monday we have a company stand-up to give updates on the business. At the end we wrap up with sharing appreciations up to give updates on the business. At the end we wrap up with sharing appreciations to each other for living out different values. We also use these values to hold each other accountable. It's a great framework to give someone feedback by saying, "When you do...this is not consistent with...value."

Amanda: Tell us a little about your culture?

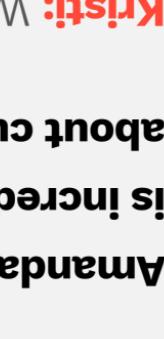
Kristi: We believe in data democratization starting with helping organizations find and activate data throughout the world and find and activate their own data.

Amanda: Your humility, positivity, and focus is incredibly inspiring. How do you think about culture?

Kristi: We believe in consumer packaged good (CPG) companies have massive marketing budgets we know this – think of every budget you know that on average 47% of their marketing budgets are spent on marketing better and more impactful products for the world. We are on a mission to democratize data throughout the world and find and activate data through helping organizations find and activate their own data.

Amanda: Tell us a little about your company today.

Kristi: In steps Kristi Zuhlike, Founder of KnowledgeHound, a young Chicago startup building software for Fortune 500 companies to manage their culture that is truly inspiring. Kristi built a great team on values and culture that is truly inspiring. Techweek CEO, Amanda Signorelli, sat down with Kristi to learn more.



Kristi Zuhlike, Founder of KnowledgeHound | CONTRIBUTOR

BY TECHWEEK HQ | SEPTEMBER 5, 2017, 3:14 PM CDT | 5 MIN READ

CHICAGO: If you don't know your customer, you're bartering up the wrong tree

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