



Kristin Hackney

Executive Vice President of Customer Experience

Kristin Hackney, Executive Vice President of Customer Experience, is responsible for Applied's customer delivery strategy and operational execution for the Company's Professional Services, Support and Cloud-based solutions. She is the former vice president of Worldwide Enterprise Solutions & Services for Chicago-based SPSS Inc., a leading global provider of predictive analytics software and solutions, now part of IBM. Hackney drove the strategic transformation of SPSS from a tools/technology-focused vendor to a respected provider of enterprise solutions, building and leading the company's global predictive analytics solutions business. In a previous role at SPSS, Hackney served as vice president of Worldwide Education Services. She holds a bachelor's degree from Hamline University in St. Paul, Minn.