

Dennis Anglin

Senior Consultant

A GVGroup senior consultant, Dennis is a 27-year veteran from Visa U.S.A., with extensive experience in research design, inferential statistics, bankcard operations, the US economy and consumer behavior.

As senior project manager in Visa's Business Research Department, he pioneered many of the early studies into the characteristics of credit and fraud losses, new product development modeling, and bankcard policies and practices.

Dennis is the primary author of many card-based industry reports based on numerous surveys and field studies to analyze the impact of macroeconomic events on bankcard performance, the efficacy of various solicitation practices, and the effectiveness of risk management controls.

Throughout his Visa tenure, Dennis participated in many functional cost studies, and oversaw a seminal ten-year study on bankcard holder spending patterns.

Prior to joining Visa, Dennis headed the consumer behavior and satisfaction section of Wells Fargo's Marketing Research Department in San Francisco.

Dennis holds a MA from the University of Michigan in general experimental psychology and completed the course work for his PhD in Organizational Psychology while working for Michigan's Survey Research Center.

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