

## MARLENE BELLIS -- BIOGRAPHY

Marlene Bellis was born and raised in New Orleans, Louisiana. But it was in a strategic marketing class at the University of Wisconsin that this steel magnolia had what Oprah would call an "Aha! Moment." She knew that she would one day own a marketing research and consulting firm that would focus on helping clients understand and meet customer needs -- what is widely known today as "customer centricity."

It was a short trip from the Madison campus to Marlene's company, Stillwater Consulting, in Chicago. From 1977 - 1999, through determination and creative insight, she saw her firm flourish serving such clients as Time-Warner, AT&T, Abbott Labs, and Advanta Corporation. In 2000, after 22 years of heading Stillwater, she was persuaded to join Advanta as V.P. of Strategic Planning Research. This role particularly suits Ms. Bellis, having spent so many years as a small business owner. Advanta is financial services company serving the small business market and one of the nation's largest issuers of MasterCard business credit cards to small businesses.