



ANNETTE CARRIER

Manager, Customer Experience Strategy
Arizona Public Service Company

Annette Carrier joined Arizona Public Service Company (APS) eleven years ago as the Manager of Customer Communications. Over the years, she's held positions in Communications, Customer Experience Operations and is now the Manager of Customer Experience Strategy.

With over 30 years in brand, communications and customer strategy, Annette has spent years listening to, and representing, the voice of the customer. Her roles have involved advertising, marketing communications, customer insights and brand strategy for technology, consumer goods and utility companies. She has worked or consulted with brands such as Epson, Mattel, and of course APS, but she is equally passionate about the work she does helping individuals develop their personal brands.

Annette has a Bachelor's degree from Berkeley and an Master of Business Administration from Loyola Marymount. She's a California native and moved to Arizona with her husband and two kids in 2004. A fun fact about Annette is that she loves solving brain teasers and hosting game nights with friends and family.