



Eric Dresbach
Client Business Partner
Nielsen Spectra

Eric Dresbach is a Client Business Partner in Nielsen's Beverage Alcohol Group. Eric's current responsibilities include driving client successes in the Beverage Alcohol industry through Nielsen's portfolio of analytics and consulting. In his twelve years with Nielsen, Eric has held several client management roles in the Consumer Group providing analysis, insights and actionable strategies against client consumer issues utilizing Spectra and Panel resources. Prior to Nielsen Eric worked in the direct to consumer marketing and in-store industries.

Eric holds a Bachelor's degree in Marketing from Oakland University in Rochester, Michigan.

MONDAY, August 9, 3:00 p.m.
Consumer Insights Track – Concurrent Session 3B
Using Acculturation as a Tool to Predict Hispanic Demand –
INTERMEDIATE

