

Jeffrey Allen
Managing Partner
Addison Clark Online



Jeff Allen is the Co-Founder and Managing Partner of Addison Clark Online. Addison Clark Online is a full service online marketing and consulting firm based in Richmond, Virginia.

Mr. Allen's marketing and operations experience includes over 10 years with Capital One Services supporting the U.S. Credit Card Division. His most recent role was Director of Strategy and Analysis within the Customer Service Center, driving strategy for contact center operations of over 4,000 agents worldwide. Jeff also spent 5 years in the Marketing & Analysis division, leading new product implementation for more than 200 new card programs driving more than 5 million new cardholders.

During his time with Capital One, Mr. Allen compiled a successful track record of delivering revenue-generating results and developing new capabilities while serving in strategy development, project management, process management and supply chain management roles. He is a three-time winner of the company's prestigious Circle of Excellence Award.

Mr. Allen has been formally trained in the Six Sigma methodology at Capital One, completing an intensive 4 week immersion course. He has led and participated in project teams leveraging Lean and Agile methodologies to optimize performance and implement rapid and sustainable change. A strategist at heart, Jeff is well versed in project management and process optimization and lives by the principle that great strategies only produce value when successfully implemented and managed.

Mr. Allen graduated cum laude from James Madison University, with a B.B.A. in Marketing and an MIS concentration. This education, coupled with his professional experience, gives him an expertise in direct-to-consumer marketing with a heavy emphasis on strategy development and data analytics.

Community Affiliations:

- Upward Sports
- Pearson's Corner Elementary School – WatchDog Program