



Glenn Iwata is Chief Executive Officer of WestGroup Research.

Respected for his work in customer experience research, Glenn specializes in consumer and business research for the electric/gas utility, health care, education, non-profits, and insurance industries. Glenn spent 10 years with Arizona Public Service Company and was managing their Market Research department before joining WestGroup in 1989.

In addition to managing his own projects, Glenn serves as Chief Executive Officer at WestGroup and has been leading the company since 2014. Glenn has acted as a mentor to other analysts and managers, sharing his decades of experience and insights with peers and staff members.

Glenn's clients value him as a consultant and thus his work often continues past the market research presentation. Some clients have Glenn help translate research findings into actions and to assist with implementation strategies.

Glenn is an owner and President of WestGroup's Board of Directors. He is also involved in several outside organizations, including the Arizona Hispanic Chamber of Commerce, Asian Chamber of Commerce, Japanese American Citizens League, and is on the board of Canyon State Academy. Glenn volunteers his time teaching music and playing piano/arranging music for various church and non-profit organizations.

Glenn earned a degree in Accountancy from the University of Illinois and an MBA from Arizona State University. Glenn and his wife Sue are adjusting to an empty nest now that all three of their girls have moved out and settled throughout the Southwest. In his spare time, Glenn is an avid long-distance runner.