

Kristen A. deCastro

Market Research Manager

Kristen has served as Market Research Manager for Smith Group since 1999. In this position, she is responsible for client service, industry research and consulting support.

Kristen performs research and development activities for Smith Group and its clients. Projects include disability insurance product analysis, economic and industry trend research, survey production, and client-specific research requests. Kristen also is responsible for Smith Group's annual Maine Event conference.

Kristen graduated from Colby College in Maine with a degree in psychology and went on to complete a masters in social work at the University of New England. After four years in retail management and one year as a social worker in the public school system, Kristen joined Smith Group in 1996 as Marketing Assistant. Kristen was promoted to Marketing Analyst in 1997 then Market Research Manager in 1999.

