

CRYSTYL SWANSON

COMMERCIAL MOBILITY STRATEGIST, NORTH AMERICA

Crystyl has over 15+ experience in various business segments in progressive leadership roles. She has held executive positions at two national companies, where she served as Enterprise Account Management, Head of Sales and Marketing. She is admittedly a geek for technology, and has always had a passion for finding the right tools to maximize productivity and effectiveness. In addition to her interest in technology, Crystyl has a background in understanding and leveraging the power of predictive behavior analytics' to create high performing, engaged team environments. She is certified as an Extended DISC® Facilitator, in the Vital Smarts suite and the Challenger Sales Model.



Crystyl currently leads commercial strategy for Mercer, specifically for their mobility product and services suite.

Crystyl lives in Houston, Texas with her husband and two fur babies, Huney and Blue. She holds a Bachelor's of Music in Musical Theater, and has completed two years of coursework towards her Master's in Business Administration.