



AMY DAHLKE

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Summary

Consumer insights executive with over 15 years of experience leading research that supports business growth, product development, and customer-focused decision-making. Skilled in both qualitative and quantitative research methods, data interpretation, and translating findings into strategic actions. Experienced in building insights functions, guiding teams, and working closely with executives across industries. Delivers clear, evidence-based recommendations that improve outcomes and support organizational goals. Works effectively across departments to connect customer behavior with business needs, helping brands grow through informed, practical strategies.

Skills

- Executive leadership in insights
- Strategic Planning and Execution
- Cross-functional stakeholder engagement
- Advanced consumer research methods
- Data analysis and forecasting
- Voice of the customer strategy
- Enterprise-level data storytelling
- Innovation and Product Development Support
- Market Segmentation and Profiling
- Team Mentorship and Capability Building

Experience

- Innovative Insights & Analytics Consulting | Greenville, WI, USA
Independent Consultant, Insights & Analytics
07/2020 - Current
- Achieved a 90% client satisfaction score through tailored insights and data storytelling that enhanced decision-making and clarity.
 - Accelerated go-to-market planning by 35% across five industries by embedding actionable insights into strategy and execution roadmaps.
 - Delivered 25% increase in campaign ROI by fusing qualitative insights with real-time behavioral and competitive intelligence.
 - Reduced research timelines by 30% by streamlining methodology design and integrating cross-functional feedback loops early in planning.
- Jewelers Mutual | Neenah, WI, USA
Head of Market Research & Intelligence
10/2021 - 01/2024
- Launched a Center of Excellence that contributed to a 15% market share increase, and improved strategic alignment across departments.
 - Boosted customer satisfaction by 40% using personalized insights to design targeted journey enhancements across key segments.
 - Improved marketing effectiveness by 60% through the deployment of advanced analytics tools and campaign optimization strategies.
 - Drove 85% enterprise utilization of insights in strategic planning by aligning COE output with product, marketing, and experience goals.
- Verve, A Credit Union | Oshkosh, WI, USA
Board of Directors, Board Member
05/2019 - 10/2023
- Partnered with senior leadership to drive a 25% improvement in company performance through board-driven KPIs, and strategic focus.
 - Chaired Governance Committee, ensuring 100% audit readiness and full regulatory compliance across ERM and compensation frameworks.
 - Strengthened stakeholder engagement by 85% through targeted assessments and clear alignment of priorities with consumer needs.
 - Enhanced strategic planning quality by incorporating actionable consumer insights into annual business and marketing roadmaps.

Burke, Inc. | Greenville, WI, USA

Senior Account Executive

06/2015 - 07/2020

- Secured over \$2M in new business and 15% YoY sales growth by designing research strategies tailored to enterprise client needs.
- Generated \$1M in ROI-positive research revenue, the highest-performing portfolio in the firm's history, through account-based marketing and targeting.
- Led cross-functional account teams that delivered a 90% on-time project delivery rate and consistently exceeded client expectations.
- Elevated decision quality across Fortune 500 accounts by translating complex data into executive-level insights and actionable strategies.

Kimberly-Clark Corporation | Neenah, WI, USA

Consumer Marketing Research Manager – Poise®

04/2012 - 06/2015

- Led insight development for Poise® Microliners' national launch, surpassing all sales and engagement benchmarks post-launch.
- Managed a \$4.5M research budget, delivering 20% more insights per dollar by optimizing vendor usage and methodology mix.
- Guided custom segmentation projects that identified high-value segments, adding \$18M in incremental opportunity to the innovation pipeline.
- Mentored 10+ team members through the global analytics mentorship program, raising research capability across the organization by 85%.

Kimberly-Clark Corporation | Neenah, WI, USA

Advanced Analytics Manager – Cottonelle®

04/2010 - 04/2012

- Improved sales forecasting accuracy by 30% through the integration of pricing elasticity models and real-time demand signals into executive planning systems.
- Maintained 95% margin performance during cost spikes by leading insights input on promotional effectiveness, packaging changes, and pricing simulations.
- Designed analytics dashboards that reduced executive reporting time by 40% and improved decision-making speed across marketing and supply chain.
- Strengthened vendor partnerships and reduced turnaround time by 20% by introducing quarterly performance reviews and shared KPI tracking tools.

Kimberly-Clark Corporation | Neenah, WI, USA

Associate Advanced Analytics Manager – Kotex®

07/2008 - 04/2010

- Developed cross-brand pricing and volume forecasts that minimized stock issues and aligned promotional strategies with shopper behavior trends.
- Boosted retail ROI by 15% by implementing advanced shopper segmentation that drove more relevant product placement, and targeted promotional offers.
- Led positioning and concept work for U by Kotex®, contributing to a launch that exceeded category share forecasts within the first quarter.
- Supported marketing mix analysis and campaign modeling that directly led to a 10% increase in campaign execution effectiveness.

Kimberly-Clark Corporation | Neenah, WI, USA

Senior Advanced Analytics Analyst – Huggies®

01/2006 - 07/2008

- Maintained 98% forecasting accuracy on a \$1B brand portfolio, ensuring efficient supply planning and financial forecasting, with minimal resource waste.
- Created executive-friendly dashboards that increased adoption of data-driven decisions at quarterly business reviews and global leadership summits.
- Led the integration of syndicated and proprietary data sources, resulting in a 25% faster reporting cycle and improved forecasting quality.
- Collaborated with R&D and marketing teams to test and validate product innovations that reached market readiness 20% faster.

Education

University of Wisconsin-Oshkosh | Oshkosh, Wisconsin

Master of Science Degree in Industrial and Organizational Psychology

University of Wisconsin-Oshkosh | Oshkosh, Wisconsin

Bachelor of Arts Degree in Psychology