

KERRY GROSS

PRINCIPAL & MANAGING DIRECTOR, CARN ANALYTICS

*Data
Analysis
Visualization
Est. 2019*

CARN ANALYTICS is a nimble research and data analytics firm with expertise in business insights and evaluating non-profit programming. Recent projects include evaluating the workforce training program of a large statewide non-profit, developing data visualization training materials, and compiling survey results into actionable reports.

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PROFESSIONAL EXPERIENCE

FREELANCE RESEARCH ANALYST

LIMELIGHT ANALYTICS is a research agency specializing in program evaluations for non-profit entities, primarily in education, training, and wraparound services.

2016 - 2018

Contribute design skills and data expertise to evaluations, mainly assessing program progress toward stated goals. Projects often include data analysis, report development, and suggestions for future data collection.

- Redesigned data workflow and report layout for project requiring more than 60 annual reports, emphasizing project efficiency and end-user utilization

MARKET RESEARCH ANALYST

DIVERSIFIED COMMUNICATIONS is an international media and tradeshow company. U.S. operations focus on forging business-to-business connections.

2014 - 2015

Provided in-house research guidance to media and tradeshow product teams. Worked closely with team leaders to develop surveys and research plans. Provided meaningful and timely insights to product teams. Led SWOT-style strategic discussions with company VPs.

- Developed segmentation of U.S. seafood market, presented findings to attendees at industry tradeshow with 30,000 visitors
- Nurtured proprietary research panel of administrative professionals

RESEARCH ASSISTANT → RESEARCH ASSOCIATE

DIGITAL RESEARCH, INC. is a custom market research firm serving clients in numerous business-to-business and business-to-consumer industries.

2012 - 2014

Responsibilities developed from data analysis and reporting to include project management, client consultation, and research development.

EDUCATION

2015 - 2016

M.A., Sociology, Indiana University

2008 - 2012

B.A., Honors in Sociology, Bates College

OTHER NOTABLES

Avid Adventurer

Biking, hiking, skiing, orienteering, and exploring

Podcast Host

Women Who Dare podcast chronicles Kerry's 5,700 mile cross-country bike ride, featuring interviews she recorded with remarkable women along the way

Bike Mechanic

[Portland Gear Hub](#)