

Biographies



Ashley Scray

Director of Client Services

608.663.9218 ext. 208

ascray@adyadvantage.com

PROFESSIONAL EXPERIENCE

Ady Advantage, Research Manager
Northwestern Mutual
Pioneer Metal Finishing

EDUCATION

B.S. in Management with minors in
Accounting and Spanish
University of Wisconsin – La Crosse
Certified Economic Developer (CEcD)-On
Going

FOCUS

Project management
Client relations
Primary and secondary market research
Data analysis and reporting

A tenacious and insightful researcher who knows how to analyze and mine qualitative and quantitative data in ways that support clients' marketing discovery, planning, and implementation.

Ashley Scray has a passion for research and data. Her management education provides the knowledge and experience to analyze qualitative data, while her training in accounting helps her understand the quantitative aspect of research as well. Clients benefit from her organized, logical, research-based approach, as well as her ability to clearly communicate and lead teams toward their goals.

Ashley believes that all good marketing strategies include some sort of research, whether it be qualitative or quantitative, or both. As the lead researcher at Ady Advantage, she cultivates both popular and more obscure sources of data to support clients in marketing discovery, planning and implementation.

Some of her recent projects include target industry analyses, focus groups, end-user market research, content development for economic development websites, and research to help in the development of marketing materials, such as regional profiles and target industry sheets.