

Biography



Ashley Peterson

Director, Client Services

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A multi-talented executive with a strong strategic sense and an eye for detail who provides great value for clients with projects of any complexity.

PROFESSIONAL EXPERIENCE

Ady Advantage, Research Manager

Northwestern Mutual

Pioneer Metal Finishing

Ashley instantly becomes a valued and trusted team member to every Ady Advantage client. With a background in research, her organized, logical approach married with her clear communication style leads teams seamlessly to their goals.

EDUCATION

B.S. in Management with minors in Accounting and Spanish

University of Wisconsin – La Crosse

Certified Economic Developer (CECD)-On Going

Curious at heart, Ashley seeks to understand every aspect of the clients and projects she manages. This mindset allows her to quickly spot opportunities and challenges alike and bring them to bear allowing time to capitalize or avoid.

FOCUS

Project management

Client relations

Primary and secondary market research

Data analysis and reporting

As the main contact person for Ady Advantage clients and team members alike, Ashley keeps projects on task, on time, and on budget. She is responsive and detailed to the benefit of all.

Ashley understands the imperative role of both qualitative and quantitative research to inform sound business strategies. When projects call her to put on her researcher's hat, she cultivates both popular and more obscure sources of data to support clients in marketing discovery, strategy and implementation.

Areas of expertise:

- target industry analyses