



# BRITTANY WADE

Founder & Research Consultant

## CONTACT

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## MISSION & OBJECTIVE

WILDIFRE exists to spark the power of data, insights, and action to empower your momentum.

## PROVEN EXPERIENCE

### CONSULTANT/ 2018 – PRESENT

*Wildfire Research, Llc | Various Clients*

- Lilly Grant - One of six creators of a qualitative and quantitative project focused on understanding the connections of race, religion and justice in America today.
- Barna – Collaborated, crafted and edited on the 2019 published study “Where Do We Go from Here?” by consulting on language, presentation of facts and editorial design.
- RJUC - Crafting surveys, conducting interviews, analyzing data and reporting on findings.

### RESEARCH DIRECTOR / 2017 - PRESENT

*Crossroads Church, Cincinnati (Attendance ~30,000 )*

- Leading qualitative/quantitative research projects from design to execution to drive the overall direction and execution of key strategic initiatives for one of the fastest growing churches in the nation.
- Crafting innovative research initiatives such as designing an algorithm and creating an experiential assessment used to identify areas of spiritual growth, taken by over 5,000 people. Analyzed results of assessment to provide recommendations for enhanced initiatives for growth and health of attendees.

### MARKET RESEARCH ASSOCIATE DIRECTOR/ 2010 - 2017

*Nielsen*

- Provided data analytics and consulting for clients such as: P&G, MARS, Nestle, Gerber & Kroger.

## EDUCATION

### MASTERS IN BUSINESS ADMINISTRATION

Florida A&M University

### BACHELORS IN BUSINESS ADMINISTRATION

Florida A&M University

Major: Marketing

## CERTIFICATION & EXPERTISE

- IRB Certified
- Survey Writing & Analysis
- Data Analytics
- Focus Group & Individual Moderation
- Discussion Guide Writing
- Assessment Creation
- Data Marketing & Storytelling

## CLIENTS SERVED

