

KIM LARSON

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PROFESSIONAL SUMMARY

I'm a community advocate and survey enthusiast with a background in market research and economic development. As VP of Insights at Luminoso, I love turning challenges into opportunities, building strong, trust-based relationships through collaboration, and thrive in creative, hands-on environments. My ongoing passion projects include the Portland Neighborhood Culture Study Series, a self-started initiative rooted in community insight and professional growth.

AREAS OF EXPERTISE (LIST SKILLS/KEYWORDS RELEVANT TO THE JOB DESCRIPTION)

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|-----------------------------|---------------------------|-----------------------------|
| ● Remote Team Mentorship | ● Onboarding & Enablement | ● Text Analytics (Luminoso) |
| ● Cross-Functional Planning | ● Webinar Hosting | ● Data Interpretation |
| ● Workshop Facilitation | ● Stakeholder Alignment | ● Regression Analysis |
| ● Public Speaking | ● Knowledge Base | ● Survey Design |
| ● Client Success Strategy | ● Management | ● Jira/Kanban |

RELEVANT PROFESSIONAL EXPERIENCE

VP of Insights, Luminoso | *Remote*

Feb 2025 – Present

- Spearheads the company's insights strategy, translating AI-powered text analytics into actionable intelligence that drives client decision-making and market differentiation, informed by client innovation and academically backed best practices.
- Expands company's industry influence by strengthening partnerships with 250+ key stakeholders across customer experience, market research, and data science communities.
- Uncovers deep and unique consumer and employee insights, leading the development of high-impact research frameworks, guiding clients and prospects in leveraging Luminoso's technology.
- Optimizes client engagement processes by identifying and resolving friction points in adoption, ensuring integration of AI-driven insights into research workflows and product management prioritization.
- Drives revenue by fostering long-term client relationships, resulting in sustained retention and expansion of Luminoso's footprint within global enterprises, including Mag7 companies.

Director of Client Experiences & Success, Luminoso | *Remote*

Nov 2023 – Feb 2025

- Demonstrates creativity and resourcefulness in developing solutions for emerging client challenges, ensuring their effective implementation.
- Formulates and executes strategies and solutions across the entire customer journey, including prospects, clients, and other Luminoso contacts.
- Oversees the maintenance and expansion of the client portfolio while efficiently onboarding new clients to ensure value and their successful adoption with text analytics AI solutions.
- Collaborates with guests as host for regular webinars and creates compelling YouTube content for the content production cycle, from ideation and scripting to video editing and promotional activities.

Senior Support Representative, Clarabridge (now Qualtrics) | *Remote*

Aug 2018 – Jan 2019

- Remotely mentor and manage a team of three contractors to complete service work for CX Survey.
- Facilitate daily SCRUM meetings with Kanban board in Jira, balancing front-line support priorities with program maintenance.
- Point of escalation for expediting issues that need expert training or troubleshooting.
- Offer unique and real-time implementation for client customization requests.
- Enable newer members of the team to respond with improved responses to client tickets, with the objective of self-sufficiency and sustainability of processes.

EDUCATION

M.S. Data Science, Willamette University | *Portland, OR*

B.S. Economics, University of Evansville | *Evansville, IN*

B.A. International Studies, University of Evansville | *Evansville, IN*