

# 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. I love turning challenges into opportunities, building strong, trust-based relationships through collaboration. I thrive best in creative, hands-on environments. I enjoy pursuing ongoing passion projects such as the Portland Neighborhood Culture Study Series, a self-started initiative rooted in community insight and professional growth, from St. Johns to Historic Parkrose and Hosford-Abernathy.

## AREAS OF EXPERTISE

- |                             |                             |  |
|-----------------------------|-----------------------------|--|
| • Webinar Hosting           | • Text Analytics (Luminoso) | • Data Interpretation                      |
| • Workshop Facilitation     | • SQL                       | • Dashboard Generation (Luminoso, Grafana) |
| • Client Success Strategy   | • Python                    | • Remote Team Mentorship                   |
| • Stakeholder Alignment     | • Survey Design             | • Onboarding & Enablement                  |
| • Cross-Functional Planning | • Jira/Kanban               |  |

## EDUCATION

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

- **Portland Neighborhood Study:** To answer the question “What does the community care about?” upon joining my neighborhood association board, I launched the Neighborhood Culture Study. The St. Johns project has snowballed to include 1,000 resident responses, expanding to Arbor Lodge and Historic Parkrose neighborhoods, with Hosford-Abernathy in the implementation stage.  
*Skills: Stakeholder Alignment, Survey Design, Data Visualization, SQL, Data Interpretation, Grafana, Video Editing*
- **Sanctuary Policies:** To answer the question “What underlying patterns are associated with the counties implementing sanctuary policies?” we joined county demographics, economic factors, voting patterns, and county policies on subsidizing U.S. Immigration and Customs Enforcement efforts with local resources. The strongest policy predictor was the net party representation of a state’s lower house.  
*Skills: Python, Data Visualization, Machine Learning, Stakeholder Alignment, Quarto, GitHub, Copilot*
- **Academic Success Outliers:** To answer the question “What underlying patterns are associated with districts that deviate from the privilege to academic success correlation?” we utilized Python for data engineering, machine learning, and data visualization.  
*Skills: Python, VS Code, Data Engineering, Machine Learning, Data Visualization*

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

Minors: Mathematics, Business Administration

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

**Global Development Studies**, School for International Training | *Kampala, Uganda*

## PROFESSIONAL EXPERIENCE

**Luminoso** - Boston, MA | *Remote*

**Jan 2019 - Present**

**VP of Insights** | *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  
*Skills: Python, Client Success Strategy, Cross-Functional Planning, Data Visualization, Stakeholder Alignment*

#### **Director of Client Experiences & Success** | Nov 2023 - Feb 2025

- Demonstrates creative resourcefulness in developing and implementing solutions for client challenges
- Formulates and executes strategies and solutions across the entire customer journey, including prospects, clients, and partners
- 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  
*Skills: Webinar Hosting, Workshop Facilitation, Client Success Strategy, Stakeholder Alignment, Data Interpretation*

#### **Senior Client Success Manager** | Jan 2019 - Nov 2023

- Build and maintain relationships with dozens of clients across industries, from small and agile market research firms to large enterprises with specific trending studies
- Train contacts to navigate our platform and critical business insights from open text fields, ranging from product reviews, surveys, to less orthodox data sources
- Develop creative research strategies with clients, developing surveys to reduce survey fatigue while improving insight quality, leveraging Luminoso's domain-agnostic text AI
- Advocate for client feedback to internal product owners to align roadmap items with user needs  
*Skills: Stakeholder Alignment, Workshop Facilitation, Data Interpretation, Text Analytics, Client Success Strategy*

#### **Clarabridge (now Qualtrics)** - Larkspur, CA | Hybrid

**Aug 2013 - Jan 2019**

##### **Senior Support Representative** | Aug 2018 - Jan 2019

- Remotely mentor and manage a team of contractors to complete service work for CX Survey
- Facilitate daily SCRUM meetings with Kanban board in Jira
- Point of escalation for expediting issues that need expert training or troubleshooting
- Offer unique and live implementation of customization requests with clients  
*Awards: Driven to Achieve through Teamwork*  
*Skills: Survey Design, Jira/Kanban, Text Analysis, Client Success Strategy*

##### **Client Support Representative** | Aug 2014 - Aug 2018

- Serve as front-line technical and functional support for all customers, partners, and team members
- Advocate for clients to product management, engineering, sales, services, and executives to ensure that the team building and selling our product reflects what customers want and expect from the platform
- Provide top-notch client communication on all issues and actions to resolve client issues
- Manage the knowledge base and external delivery to help customers identify and utilize best practices  
*Skills: Survey Design, Jira/Kanban*

##### **Analyst** | Aug 2013 - Aug 2014

- Manage technical features of the Customer Metrix site from implementation to support requests
- Work with Sr. Product Specialists and Client Success Managers to learn and maintain survey best practices
- Cross-check peer work for quality assurance before changes are implemented to production  
*Skills: Survey Design, Onboarding and Enablement*

#### **FUN SIDE QUESTS**

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Favorite Game:	Pokémon Go   Team Mystic (Level 47)
Favorite Sports Team:	Portland Thorns
Myers-Briggs Type:	INTP
Dogs at Home:	Max (13 yo Chihuahua-Terrier mix) & Emmy (3 yo Retriever mix)