



Ilke Prawitz

Senior Research Analyst

"Don't ask if you are not going to take action. Asking for feedback increases your client's expectations. You are letting them down if you don't act on it."

Experience

- 25+ years
- Apple Leisure Group
- Dieringer Research Group
- Hunter Business Group
- American Society for Quality (2023-2024)

Education

- University of Wisconsin - Milwaukee, Bachelor of Business Administration, Marketing, 1997

Professional Affiliations

- Member, American Marketing Association (2021-2022)

Ilke loves to solve problems; she sorts through the clutter and sees patterns where others see complexity. Her consultative approach comes from her belief that the traits critical to build trust and true understanding are transparency, inclusion, and empathy.

Ilke is a highly experienced marketing and market research professional with proven skills in connecting the dots for her clients by providing actionable insights to drive strategic decision-making.

She has 25+ years of insights experience with an emphasis in customer satisfaction, loyalty, and brand perception research in both B2B and B2C environments.

Her passion with survey research comes from her instinctive ability to understand others. She takes the time to discover unique traits or issues to truly understand them. Those insights enable her to listen to clients' concerns, making no judgments, and striving to understand their business situation.

Ilke spent over eight years in the travel industry leading the Strategic Business Insights team in leveraging consumer and marketplace insights to drive strategic initiatives across a global portfolio.

One cannot survive in the travel industry without being consumed with the consumer relationship. It comes with no shortage of problems that need to be solved. Ilke loves to solve problems, she sorts through the clutter and sees patterns where others see complexity.

Her consultive approach comes from her belief that the traits critical to build trust and true understanding are transparency, inclusion, and empathy.

In addition to Ilke's knowledge in measurement systems, business planning, and project management, she brings an array of quality tools and processes to her position.

Ilke and her family live in Milwaukee, Wisconsin.

