

LC Ricke, Ph.D.

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| • ~10 years of Consulting Experience | • Data-Driven Decision Making | • P&L Management |
| • Strategic Forecasting & Execution | • Adaptable & Goal Driven | • Cross-Functional Team Leadership |
| • Operational Efficiency | • Market Analysis & Growth | • Strong Written & Verbal Communication |
| • Project Management | • Business Strategy Alignment | • Tableau & Analytics |
| • Strategic Problem Solver | • Client Engagement | • Pretty Funny |
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WORK EXPERIENCE:

Haynes & Company (Oct 2014 – Present)

Haynes & Co is a remote, global market research and consulting firm where I lead client engagements, direct large-scale, cross-functional research initiatives, and use data and insights to optimize business strategies and create impactful client outcomes.

Managing Director (Oct 2022 – Present)

- Oversaw \$5M in annual contracts as the primary executive client lead, driving strategic consultations that aligned market dynamics with multi-channel growth strategies and long-term organizational objectives.
- Led strategic forecasting and execution on over 65 high-priority projects, delivering tailored, data-driven solutions that increased client engagement by 25% and significantly improved overall performance and growth outcomes.
- Developed and institutionalized new analysis frameworks that enhanced strategic decision-making, reduced data ambiguity, and drove consistent, high-quality insights that shaped critical business decisions.
- Led cross-functional, organization-wide initiatives, collaborating with Research, BI+Tech, and Operations teams to ensure alignment, optimize resource allocation, and deliver superior client outcomes.
- Improved client retention by 15% through proactive relationship management and consistently delivering high-quality, data-driven outputs that positioned the company as a trusted strategic partner.

Director of Research (Jan 2019 – Sept 2022)

- Increased project delivery efficiency by 35% through strategic management of internal teams and 400 global contractors, ensuring timely, accurate results.
- Led enterprise-level data management and reporting, presenting key insights to C-suite clients, influencing high-stakes decisions, and driving strategic forecasting and P&L management.

- Enhanced operational efficiency by 30% by implementing process refinements and company-wide training programs, delivering significant cost savings and ensuring alignment with broader business strategies.
- Transformed complex data into executive-level, actionable strategies, leading to a 25% increase in client adoption of data-driven initiatives that supported long-term growth.

Senior Research Manager (Jan 2017 – Dec 2018)

- Reduced project turnaround time by 20% by implementing data-driven project management systems, enhancing cross-functional teamwork and efficiency.
- Led the development of client-centric, customized projects, that aligned data with KPIs and delivered actionable insights that supported business growth and customer success.
- Improved client satisfaction and retention by standardizing reporting and visualization, ensuring consistency, and accuracy, and enabling executive-level decision-making.
- Directed cross-functional teams on large-scale market research projects, driving a 30% improvement in company metrics through strategic leadership and operational alignment.

Research Manager (Jan 2016 – Dec 2016)

- Developed data-driven quality control protocols and digital dashboards, streamlining monitoring and improving operational efficiency.
- Improved team efficiency by 25% by fostering a collaborative culture focused on best practices in data collection, analysis, and reporting.

ADDITIONAL WORK EXPERIENCE

- **Reggie's Friends 501c(3) non-profit - Founder & Director** (June 2011 – current)
 - Responsible for day-to-day strategic and financial decisions for animal welfare organization
- **Haynes & Company - Research Contractor & Analyst** (Oct 2014 – Dec 2015)
- **Sam Houston State University – Assistant Professor** (Aug 2010 – June 2014)
- **Eastern New Mexico University - Assistant Professor** (Aug 2008 – June 2010)

EDUCATION

- **Ph.D., Communication** – University of Kansas (2008)
- **M.A., Communication** – Wichita State University (2005)
- **B.B.A., Marketing** – Friends University (2003)
- **B.A., Communication** – Friends University (2003)

VOLUNTEER EXPERIENCE

- **Junior League (of The Woodlands) (2024 – Present)**
 - Serve as a volunteer for a variety of community initiatives; member of the training and development committee
- **League of Women Voters (2022 – Present)**

- Serve as a Volunteer Deputy Registrar, certified to register voters while conducting community outreach and promoting voter education through VOTE 411.org
- **TX Empty Shelter Project (2018 – Present)**
 - Manage build-out and day-of logistics for a mobile spay/neuter clinic that provides free services for families in lower-income neighborhoods in the greater Houston area