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Jacqueline M Dawley is President of Insight Analysis, a consulting firm that specializes in the use of multivariate statistical analyses for marketing research applications. She has had extensive experience in quantitative research for consumer and industrial products and services, completing analysis for a range of marketing applications, including market segmentation and new product development.

Before founding Insight Analysis, Dr. Dawley was Research Associate at Allstate Research and Planning Center, where she conducted market research and developed expert systems applications. Previously, she developed human resource systems software for Tesseract Corporation. Earlier positions included Director of Academic Computing at the University of San Francisco, where she served as a faculty research consultant and managed computing services. Prior to that, Dr. Dawley was Assistant Professor of Psychology at the University of Albuquerque. Dr. Dawley received a Ph.D. in Experimental Psychology from the University of Illinois.