



KIMBERLEE LUCE

Kimberlee Luce has more than 20 years of experience in business research and consulting. At Fuld, she leads the Consumer Products and Retail practice. Her areas of expertise include opportunity analysis, competitor strategy, and building effective distribution models in highly fragmented markets. Her client work has taken her to places as diverse as Myanmar and Nigeria, providing market and competitive intelligence to some of the largest and most ambitious companies in the world.

EXPERTISE

She has been quoted in several publications and made appearances on CNBC. Her most recent publication was in the Winter 2017 MIT Sloan Management Review as co-author of an article on conducting market intelligence in emerging markets.

Prior to Fuld, Kimberlee was a Senior Vice President at Boston Analytics where she led the Consumer Packaged Goods (CPG) and earlier, the Healthcare practice advising multinational clients with entry and expansion techniques for emerging markets. She has held similar positions as a Principal Consultant with the commercial healthcare division at ABT Associates and as a Strategy Consultant with the Mitchell Madison Group.

EDUCATION

Kimberlee received her B.S. in Psychology from the University of Vermont, a MIB (International Administration) from the School for International Training, her MBA from Case Western Reserve University and was a Fulbright Scholar in Nepal.