Nisha Waghmare

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Strategic Insights & Behavioral Science | Customer Behavior into Growth, Adoption and Loyalty Decisions

SUMMARY

Strategic insights and behavioral science professional with **4+** years in research and consulting and a Penn MS in Behavioral and Decision Sciences. At Jump AI, co-authored the Financial Advisor Insights Report, built on **12,000+** advisor-client conversations. As Senior Associate at proSapient, generated **$650K+** in revenue across **120+** primary research projects, grew core accounts **120%** and held **90%** repeat client retention.

EXPERIENCE

Strategy & Content Consultant — Nov 2025 – Present

Grayson Sky | Remote

- Led consumer research and behavioral insights across 8 retained client accounts, informing brand positioning, creator strategy, audience growth and podcast development.

Market Research Consultant — Apr 2026 – Sep 2026

Hark Research | Remote

- Co-managed primary research on mental health care for a nonprofit health system with Hark's research head: 50+ interviews and focus groups with clergy, school and church counselors, and service users, plus a competitive analysis.
- Facilitated stakeholder workshops, moderated breakouts and presented decision-ready recommendations to the client.

Behavioral Science & Strategic Insights Consultant — Nov 2025 – Apr 2026

Jump AI | Remote | Published report: jump.ai/downloads/financial-advisor-insights-report

- Co-authored Jump's first Financial Advisor Insights Report in three months: high emotional-intelligence advisors lifted client sentiment 17.5% versus 9% for low scorers; recommendation framing was associated with up to 27% shifts in acceptance odds.
- Co-built the Client Sentiment Index and Advisor Emotional Intelligence Score with the Head of Insights, scoring 12,000+ advisor-client conversations in Python with NLP at 97-98% internal consistency.
- Translated the findings into product and go-to-market recommendations, including the company's first prospecting playbook.

Research Assistant to Professor Americus Reed II — Jan 2025 – Aug 2025

The Wharton School, University of Pennsylvania | Philadelphia, PA

- Designed and ran 10-15 randomized controlled experiments with Professor Reed in Python and R, testing how identity and linguistic framing shape brand attachment and choice.

Project Lead (led 7-person team) | Senior Associate — Sep 2021 – Jul 2024

proSapient | Raleigh, NC *(Project Lead Mar 2024 – Jul 2024; Senior Associate Sep 2021 – Mar 2024)*

- As Senior Associate, grew core accounts 120%, held 90% repeat client retention and generated $650K+ in revenue across 120+ primary research projects.
- Turned ambiguous questions from MBB consulting and investment clients into targeted B2B expert research, working directly with C-suite executives and subject-matter experts.
- As Project Lead, led a 7-person team sourcing 200+ experts a month, set research quality standards across the Americas and onboarded and mentored 20+ new joiners on research methods and operations.

PROJECTS

Behavioral Science Capstone — Aug 2024 – May 2025

ideas42 (capstone project) | Philadelphia, PA

- Led mixed-method research (interviews, survey design, digital ethnography, policy review) on credit access for women and POC small business owners, surfacing trust, not only operational delay, as a reason owners turned to family and friends over big banks.
- Presented findings as a strategy memo, stakeholder presentation and reusable digital toolkit, which senior stakeholders adopted.

EDUCATION

M.S., Behavioral and Decision Sciences | **University of Pennsylvania** — **Aug 2024 – Aug 2025**

B.A., Economics and Research/Experimental Psychology | **University of Tennessee, Knoxville** — **Aug 2017 – May 2021**

SKILLS

Research: experiment design, mixed methods, survey design and programming, interviews and focus groups, workshops
Analysis: text analysis, index and taxonomy construction, regression, MaxDiff and conjoint, Excel market-sizing models
Tools: Excel, Tableau, Python, R (working level), Stata, SPSS, Qualtrics