Caroline Wu is the Director of Research at Placer.ai. Caroline is an experienced insights and intelligence professional who combines brand and business strategy to achieve market leadership. Specializing in retail, CRE, entertainment, media, CPG, and tourism, she takes a multidisciplinary approach to synthesize broad datasets into actionable recommendations for growth. She has held various senior positions including US Director of Consumer Insights at Unibail-Rodamco-Westfield, VP/Head of Retail Insights and Intelligence at Omnicom, and Senior Director at Kantar. Earlier in her career she was a brand strategy consultant at Prophet and has also worked client side in research and insights at 20th Century Fox and National Geographic. Caroline holds an MA in Sociology from Stanford University and a BA in International Relations from Stanford University.