

EMA™ Biography



If you would like to learn more about Enterprise Management Associates, please call 303.543.9500.

Sylvia Rimmington

Survey Production & Research Analytics Manager

Sylvia Rimmington has more than 18 years experience as a manager and innovator with a combination of technical, analytical, and creative expertise to devise and execute breakthrough strategies. She has broad US and international industry experience including high-technology, manufacturing, consumer packaged goods, retail, telecommunications and real estate. Sylvia is an experienced research professional, with an extensive background in consumer and market research, development of business intelligence and market research applications, survey development and execution, and data analysis.

As Survey Production & Research Analytics Manager at Enterprise Management Associates (EMA), Sylvia is responsible for planning and executing quantitative research studies for EMA analysts and clients. Prior to her work with EMA, she served as VP of Research at Survey.com where her responsibilities included: managing both the research and IT groups; determining the scope and direction of all research projects conducted for clients; and analyzing and publishing the results of studies, making recommendations in many areas including company, market, product and program direction for internal use and clients. In this capacity, she initiated and led the development of consumer, business-to-business, and client-specific online panels. These panels collected detailed demographics on panelists and were tapped for targeted input to client and syndicated surveys.

Sylvia started her career at The Procter & Gamble Company as an Analyst working her way up to Group Leader in the Market Research Division. In this capacity, she was responsible for all corporate scanner systems, including an application that supported the analysis of controlled market tests that provided analyses of consumer test panel data including media weight testing, new product or line extension introductions, market basket analysis, promotion effectiveness, and purchase pair analysis.

B.S., Business Administration - MIS, Marketing, Market Research,
University of Illinois, Cum Laude.