

RENEE WALTON

RW Prescott Business Research & Intelligence | California | Remote | Serving the United States
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PROFESSIONAL PROFILE

Business Research Analyst and AI Evaluation Generalist with more than 25 years of experience supporting business operations, conducting research, analyzing information, and creating organized, actionable documentation. Skilled at transforming complex questions into clear, evidence-based insights through market research, competitor intelligence, vendor research, and business analysis.

WORK EXPERIENCE

Founder & Principal Research Analyst | RW Prescott | Self-Employed 2026 - Present

Provides premium business research and decision-support services for entrepreneurs, creative founders, small businesses, and professional service providers. Supports clients with organized research, clearer market understanding, and actionable insights that make business decisions easier to evaluate.

- Conducts competitor intelligence, market research, vendor research, and business opportunity analysis.
- Creates organized research briefs that summarize key findings, comparisons, insights, and recommendations.
- Uses AI-assisted research tools with careful human review, fact-checking, and source verification.
- Helps evaluate ideas, compare options, identify opportunities, and reduce uncertainty before making decisions.
- Offers confidential, high-touch research support with a limited client roster for quality and responsiveness.

Service Focus: Business Research & Strategic Decision Support

Niche Market Research & Digital Ventures | Self-Employed 2002 - Present

Builds, launches, and manages niche online business ventures while providing strategic niche market research, business planning, market analysis, and operational support. Experience includes evaluating business opportunities, developing products and services, creating marketing strategies, and streamlining workflows.

Service Focus: Niche Business Strategy & Research

Charge Capture Coordinator | City of Hope National Medical Center Duarte | Employed 1992 - 2002

Coordinated complex documentation and data review workflows across 16 ancillary medical departments in a high-accuracy healthcare environment. Reviewed records for completeness, identified and resolved discrepancies, verified data accuracy, maintained confidential documentation, and supported quality assurance processes through analysis, cross-checking, and attention to detail.

Service Focus: Data Analysis, Quality Assurance & Documentation

TRAINING & PROFESSIONAL DEVELOPMENT

Marketing Research and Competitor Intelligence

AI Mastery for Professional Specialization: Professional Certification

Consumer Psychology for Marketing Decisions Specialization: Professional Certification

Business Management

Southern Methodist University - Cox Business School Bachelor of Arts