Pauline is an Executive Vice President at Woxi, an innovation laboratory and digital foundry. At Woxi, she specializes in designing and building the tools (software/apps, products, models, and analytical frameworks) that power leading innovation agencies, consultancies, and researchers globally. Part of a team of agile product development specialists, she focuses on creating industry-leading intellectual property brought to life in SaaS.

Pauline holds an MBA from Xavier University and an undergraduate degree in Management Information Systems from Miami University. After beginning her career in banking, Pauline pivoted to market research to pursue her interest in analytics and consumer behavior. While spending over a decade at Nielsen, Pauline fell in love with creating products - identifying the complex, strategic problems faced by her clients and solving them through technology. As Vice President of Product for Innovation, she led the product strategy, development, and commercialization of new global SaaS applications for innovation measurement. A Black Belt practitioner of Lean/Six Sigma, she excels at process optimization.

Pauline is passionate about developing the next generation of female leaders. A former President of the Xavier Women’s MBA Association, she leveraged her experiences to help launch Nielsen’s Women’s Employee Resource Group which quickly grew to support thousands of Nielsen associates globally. An active member of NextUp (formerly Network of Executive Women) for the past decade, Pauline currently chairs the Analytics committee for NextUp Cincinnati. Pauline also thoroughly enjoys her role as leader of her daughter’s Brownie Girl Scout Troop.

Pauline lives in Pleasant Ridge with her husband and her two daughters who attend Xavier University’s Montessori Lab School.