Daryl Wehmeyer

Data Analytics and Solutions Executive

Daryl has a passion for using insights to make better decisions and currently leads a Category Management and Software Product Management function for dunnhumby. In this capacity, he works with retailers and their supplier partners to use customer data science to inform best-in-class strategies to engage customers. At dunnhumby, Daryl has held leadership roles in the US and the UK supporting clients in Grocery, Home Improvement, and Financial Services.

Prior to dunnhumby, he worked in Consumer Packaged Goods and Strategy Consulting with Henry Rak Consulting Partners (a McKinsey company), The Kellogg Company, and Information Resources. He has more than 30 years experience developing teams to use data science, market research, market insights, and software solutions to create customer-centric strategies.

Daryl earned his bachelor's in Business Administration from Bowling Green State University and his Master's in Applied Statistics from The Ohio State University.

His interests include fitness, travel, teaching, and spending time with his family and dogs. He and his wife have lived in Atlanta, Georgia, and Scotland and now reside in Cincinnati, Ohio.

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