

## Hearts & Wallets Hires Carla Ernst as Data Storyteller / Product Manager

(February 9, 2022, Rye, NY) – Research and benchmarking firm [Hearts & Wallets](#) announces the hire of Carla Ernst as data storyteller/product manager for the firm’s Investor Quantitative™ (IQ) Database, IQ Dataminer interactive software, other software development and report creation initiatives.

As product champion, Carla manages metadata for the IQ™ Database, works with clients and prospects to identify and build new functionality in IQ Dataminer and other software, creates insightful stories through analysis and data visualization, and works cross functionally to drive client engagement with Hearts & Wallets’ products.

With over 10 years of project management experience, Carla offers a wealth of data analytics, economic and design expertise to Hearts & Wallets clients. Prior to joining Hearts & Wallets, she spearheaded strategic planning, quantitative and qualitative research, and analysis for nonprofit literacy programs and other firms.

Carla holds a B.A. in economics from the University of Colorado and a B.S. in landscape architecture from Colorado State University as well as an M.A. in economics from the University of California at Berkeley.

### **About Hearts & Wallets**

Hearts & Wallets is the market research and benchmarking firm that specializes in how consumers save, invest and seek financial advice. Leading firms rely upon Hearts & Wallets thought-leadership reports, software and benchmarking to make their saving, investing and advice solutions more consumer-centric. For more information visit [www.heartsandwallets.com](http://www.heartsandwallets.com).

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