

Ann St. Claire

ANN W. ST. CLAIRE, MPH

awstclaire@gmail.com ♦ 202.425.4489 ♦ www.linkedin.com/in/annstclaire ♦ Dresher, Pennsylvania 19025

EXECUTIVE SUMMARY

Versatile and high-performing director with a progressive 16+ year record of success and experience in a foundation including grant-making, monitoring, setting funding priorities and evaluating impact. Nine years' service on non-profit board of directors overseeing the work of executive committees, fundraising, advocacy and defining strategic direction. Expertise in strategic and program planning, evaluation, and applied research. Demonstrated leadership and collaboration, including strong verbal and written communication skills. Passionate about creating impactful, sustainable improvements in community health and well-being.

AREAS OF EXPERTISE

- Grant making/monitoring
- Setting strategic funding priority areas
- Translation of research findings
- Evaluation Planning
- Establishing long-term goals
- Project Development
- Project Management
- Client/contractor relations
- Strategic Planning
- Facilitation and inclusion
- Board Development
- Oral/visual presentations
- Collaboration

CAREER HISTORY

ANN ST. CLAIRE CONSULTING, Dresher, Pennsylvania

2020-Present

Consultant for foundations, nonprofits and government entities on impact evaluation, programmatic and strategic planning, grant making, grant management and special projects.

Evaluation Projects

- Designing the tobacco policy impact evaluation for the Vermont Department of Health

Grant Management

- Coordinating a Robert Wood Johnson Foundation Policy Field Building Initiative: Family Engagement Network. Established a taskforce of maternal and child health specialists to develop technology linking patients with personal risk assessment summaries and available resources

Special Projects

- Supported planning and evaluation of the Philanthropy Network of Greater Philadelphia Annual SPARX Conference

CLEARWAY MINNESOTA, Minneapolis, Minnesota (11 years teleworking from Pennsylvania)

2004 – 2020

A life limited nonprofit foundation dedicated to reducing the harms of tobacco to the people of Minnesota.

Director of Evaluation and Survey Research (2019 – 2020)

Associate Director of Evaluation and Survey Research (2018-2019)

Senior Research Program Manager (2008-2018)

Research Program Manager (2004-2008)

Evaluation Projects

- Developed, and implemented the organizations "Legacy Evaluation"
- Designed, directed and reported on programmatic evaluations and long-term outcome studies

Survey Research Projects

- Oversaw the 2007, 2010, 2014, and 2018 Minnesota Adult Tobacco Survey, a \$1M statewide surveillance study
- Managed the 2008-2010 Cohort Study, a longitudinal study of current and former smokers
- Assisted in the analysis and reporting of simulation studies using SimSmoke and ModelHealth

Grant-Making Activities

- Directed and executed scientific and administrative aspects of the research grant-making process
- Monitored research grants and provided technical assistance as needed
- Oversaw ClearWay Minnesota's line of research on secondhand smoke exposure

Strategic Planning Activities

- Collaborated with executive leadership in program planning, grant-making, surveillance and evaluation
- Supported the Vice Presidents in managing the strategic planning process with staff and Board

Communication and Dissemination

- Lead a team of researchers to examine, analyze and report on research outcomes
- Conducted, published and presented on research findings at state and national conferences

- Spokesperson for media inquiries on the release of survey findings

Administrative and Financial Oversight

- Planned for and monitored budgets for research, dissemination, surveillance and evaluation contracts

RTI INTERNATIONAL, Research Triangle Park, North Carolina

2003 –2004

An independent, nonprofit institute that provides research, development, and technical services to clients worldwide

Health Analyst

- Supported the evaluation of the New York State Comprehensive Tobacco Use Prevention and Control Program
- Coordinated the implementation of a national tuberculosis evaluation plan

HIV/AIDS RESOURCE CENTER, Ann Arbor, Michigan

2002

Intern

- Designed and conducted surveys to inform the program evaluation
- Staffed the needle exchange program

NATIONAL ACADEMY OF SCIENCES, ENGINEERING AND MEDICINE, Washington, DC

1999 – 2001

Senior Project Assistant (1999-2001)

Intern (Summer 1997 and 1998)

- Coordinated, researched and drafted portions of three reports: *Clearing the Smoke: Tobacco Harm Reduction*, and *Immunization Safety Review: Measles-Mumps-Rubella Vaccine and Autism*, and *Reducing the Burden of Injury*

MASSACHUSETTS DEPARTMENT OF HEALTH, Boston, Massachusetts

1998

Intern, Women Abuse Tracking in Clinics and Hospitals

EDUCATION & TRAINING

UNIVERSITY OF MICHIGAN, SCHOOL OF PUBLIC HEALTH

Master of Public Health – Department of Health Behavior and Health Education

MOUNT HOLYOKE COLLEGE

Bachelor of Arts – Politics, Culture Health and Science

LASALLE UNIVERSITY SCHOOL OF BUSINESS NONPROFIT CENTER (2015)

Coursework: Building a Strong Corporate Fundraising Program, Designing and Implementing an Effective Direct Mail Program

BRYN MAWR COLLEGE, SCHOOL OF SOCIAL WORK AND SOCIAL RESEARCH (2014)

Nonprofit Executive Leadership Institute, Certificate in Ascending Leadership

DOULAS OF NORTH AMERICA, Certified Birth Doula, CD(DONA) (2013) Attended births: 2013-2018

YOGA ALLIANCE, Registered Yoga Teacher (2013-2020), Registered Prenatal Yoga Teacher (2014-2020)

COMMUNITY INVOLVEMENT & LEADERSHIP

HEALTHSPARK FOUNDATION, Colmar, Pennsylvania

2019 – Present

Community Volunteer Board Member

LIFECYCLE WOMANCARE, Bryn Mawr, Pennsylvania

2019 - Present

Vice President (2020), Chair Strategic Planning Committee (2019-2020), Board member (2019-present)

BREASTFEEDING RESOURCE CENTER, Abington, Pennsylvania

2011 –2019

President (2015-2018); Vice President (2014); Chair of Executive and Nominating Committees (2015-2018); Chair of Education Committee (2013); Board Member (2011 – 2019); Recipient of the “Making a Difference Award” 2016

PROFESSIONAL AFFILIATIONS

GRANTMAKERS IN HEALTH, Member (2018 – Present)

AMERICAN PUBLIC HEALTH ASSOCIATION, Member (2002 - Present)

SOCIETY FOR RESEARCH ON NICOTINE AND TOBACCO, Member (2007-Present)

AMERICAN EVALUATION ASSOCIATION, Member (2005-2010)

Peer Reviewed Publications

- Hund LM, Farrelly MC, Allen JA, et al. Findings and implications from a national study on potential reduced exposure products (PREPs). *Nicotine Tob Res.* 2006;8(6):791-797.
- Boyle RG, D'Silva J, Whittet M, St Claire A. ClearWay Minnesota's(SM) Research Program: a 10-year investment in tobacco control. Forward. *Am J Prev Med.* 2010;39(6 Suppl 1):S1-2.
- Choi K, Hennrikus D, Forster J, Claire AW. Use of Price-Minimizing Strategies by Smokers and Their Effects on Subsequent Smoking Behaviors. *Nicotine Tob Res.* 2011.
- Boyle RG, St. Claire AW, Whittet M, et al. Decrease in smoking prevalence - Minnesota 1999-2010. *Morbidity and Mortality Weekly Report.* 2011;60(5):4.
- Boyle RG, St. Claire AW, Kinney AM, D'Silva J, Carusi C. Concurrent use of cigarettes and smokeless tobacco in Minnesota. *J Environ Public Health.* 2012;2012:493109.
- Whittet M, Boyle R, Lee J, St. Claire A, D'Silva J, Rode P, Kinney A. Frequency of smoking cessation interventions from health care providers in Minnesota. *Open Journal of Preventive Medicine.* 2012;2:229-234. doi: [10.4236/ojpm.2012.22033](https://doi.org/10.4236/ojpm.2012.22033)
- Boyle RG, D'Silva J, Whittet MN, St Claire AW, Lee JK. Minnesota's investment in tobacco control: research findings to inform practice and policy. *Am J Prev Med.* 2012;43(5 Suppl 3):S153-155.
- St. Claire AW, Boyle RG, Schillo BA, Rode P, Taylor KA. Smoke-Free Home Rules Adoption by Smokers and Non-Smokers: Minnesota 1999-2010. *American Journal of Preventive Medicine.* November 2012;43(5 Suppl 3):S197-S204.
- Lee JK, Boyle RG, D'Silva J, St Claire AW, Whittet MN, Kinney AM. Smoker identity among occasional smokers: findings from Minnesota. *Am J Health Behav.* 2013;37(4):525-530.
- Ericson R, St Claire A, Schillo B, Martinez J, Matter C, Lew R. Developing leaders in priority populations to address tobacco disparities: results from a leadership institute. *J Public Health Manag Pract.* 2013;19(1):E1-8.
- Freiberg M, Boyle RG, Moilanen M, St Claire AW, Weisman SR. The land of 10,000 tobacco products: how Minnesota led the way in regulating tobacco products. *Am J Public Health.* 2014;104(2):e10-12.
- Boyle RG, Amato MS, Rode P, Kinney AM, St Claire AW, Taylor K. Tobacco Use among Minnesota Adults, 2014. *Am J Health Behav.* 2015;39(5):674-679.
- St Claire AW, Boyle RG. The Clinician's Role in Addressing Disparities in Tobacco Use. *Minn Med.* 2015;98(10):30-32.
- Betzner A, Boyle RG, St Claire AW. Price-Minimizing Behaviors in a Cohort of Smokers before and after a Cigarette Tax Increase. *Int J Environ Res Public Health.* 2016;13(6).
- St. Claire AW, Amato MS, Boyle RG, Rode P, Kinney AM. Secondhand Smoke Exposure 7 Years After an Indoor Smoke-Free Law. *Am J Health Promot.* 2016.
- Chapman Haynes M, St Claire AW, Boyle RG, Betzner A. Testing and Refining Measures of Secondhand Smoke Exposure Among Smokers and Nonsmokers. *Nicotine Tob Res.* 2018;20(2):199-205.
- St. Claire A, Schillo B. Evaluation with the End in Mind. *Stanford Social Innovation Review.* 2018. Published September 28, 2018.
- Maciosek MV, LaFrance AB, St Claire A, Xu Z, Brown M, Schillo BA. Twenty-year health and economic impact of reducing cigarette use: Minnesota 1998-2017. *Tob Control.* 2019.
- Levy DT, Yuan Z, Li Y, St. Claire AW, Schillo BA. The Minnesota SimSmoke Tobacco Control Policy Model of Smokeless Tobacco and Cigarette Use. *Am J Preventive Med.* 2019; 57(4):e103-e115.
- St. Claire AW, Schillo BA, Lien BK, Keller PA, O'Gara E, D'Silva J, Kingsbury J, Helgertz S, Kinney A, Sharma E. Changing Patterns in E-cigarette use Among Minnesota Adults between 2014 and 2018. *Preventive Med Rpt.* 2019; (16) 101014.

St. Claire AW, Kintopf A, Blanke D, Willoughby D. What States Preparing for Opioid Lawsuit Funds can Learn from Tobacco Settlements. *Milbank Memorial Fund Blog*. 2019. Published December 17, 2019.

St. Claire AW, Jansen AL, O’Gara E, Krapek A, Levy D. Tobacco in Minnesota – Now and in the Future. *Minnesota Medicine*. Jan/Feb 2020.

Maciosek MV, LaFrance AB, St. Claire AW, Keller PA, Xu Z, Schillo BA. The 20-Year Impact of Tobacco Price and Tobacco Control Expenditure Increases in Minnesota, 1998-2017. *PLoS One*. 2020 Mar 18; 15(3).

Maciosek MV, St. Claire AW, Keller PA, LaFrance AB, Xu Z, Schillo BA. Projecting the Future Impact of Past Accomplishments in Tobacco Control. *Tob Control*. 2020.

St. Claire AW, Friedrichsen S, Boyle RG, Kingsbury J, Parks MJ, Helgertz S. Location and Duration of Secondhand Smoke Exposure Among Minnesota Nonsmokers, 2018. *Preventive Medicine Reports*. 2020.

Boyle RG, St. Claire AW, Richter S. Defining adult e-cigarette prevalence: comparing a categorical definition with days of use. *Tobacco Control*. 2020. Online ahead of print [7.16.2020] doi: 10.1136/tobaccocontrol-2020-055641.

Helgertz S, St. Claire AW, Kingsbury J. Statewide Prevalence of Smoke-free and Vape-free Home Rules by Tobacco Product Use: Minnesota 2018. *Preventing Chronic Disease*. 2020 Nov 12;17:E141. doi: 10.5888/pcd17.200133.

Lachter R, Keller P, Lein R, St. Claire AW. More e-cigarette users are reaching out to quitlines for support in quitting: Minnesota’s experience. *Am J Preventive Med*. 2021;60(1):139-141.

Oral Presentations

Hund LM, St. Claire AW, Chou RH, Farrelly MC, Haviland ML. (November 2003). Awareness and Use of Potential Reduced Exposure Products (PREPs) in a National Sample. (Presented). San Francisco, CA: American Public Health Association 131st Annual Meeting.

St. Claire AW, Mowery A. (May 2005) Evaluating Mass Media Based Quit Smoking Campaigns and Their Advertisements. (Presented). Chicago, IL: National Conference on Tobacco or Health.

Betzner A, Chapman Haynes M, St. Claire AW, Boyle RG, Thao M, Whittet M. (February 2014). How Minnesota Smokers Respond to a Tax Increase and Why: A Qualitative Study. (Presented) Seattle, WA. Society for Research on Nicotine and Tobacco.

D’Silva J, O’Gara E, St. Claire AW. (November 2018). LGBTQ Smoker Reactions to Emerging Tobacco Control Policy: Implications for Community Engagement in Policy-Making. (Presented) San Diego, CA. American Public Health Association.

St. Claire AW. (August 2019). 20 Years of Progress; Measuring Our Progress. (Presented) Minneapolis, MN. National Conference on Tobacco or Health.

Poster Presentations

Farrelly MC, Hund LM, St. Claire AW, Chou RH, Haviland ML. (December 2003). Awareness and Use of Potential Reduced Exposure Products (PREPs) in a National Sample. (Poster presented). Boston, MA: National Conference on Tobacco and Health.

Benenson G, St. Claire AW, Pozsik C, Page W, Lobato M, the Tuberculosis Evaluation Work Group (CDC). (February 2004). Evaluation Needs Assessment of State and Big City Tuberculosis Control Programs, 2003. (Poster presented). Austin, TX: International Union Against Tuberculosis and Lung Disease.

Farrelly MC, Hund LM, St. Claire AW, Chou RH, Haviland ML (February 18-21, 2004). Awareness and Use of Potential Reduced Exposure Products (PREPs) in a National Sample. (Poster presented). Scottsdale, AZ: Society for Research on Nicotine and Tobacco 2004 Annual Meeting.

Chou RH, Hund LM, Farrelly MC, St. Claire AW, Vallone DM, Heaton C. (November 2004). Sociodemographic Differences in Awareness of and Interest in Trying Potential Reduced Exposure Products (PREPs). (Poster presented). Washington, DC: American Public Health Association 132nd Annual Meeting.

St. Claire AW, Wendling A, Cohen B, Valorose J. (December 2005) Community-Tailored Tobacco Cessation: The Minnesota Experience. (Poster presented). Philadelphia, PA: American Public Health Association 133rd Annual Meeting.

St. Claire AW, Schillo BA, Alesci N, Kinney A, Carusi C. (February 2009) Cessation Trends in Minnesota: 1999-2007. (Poster presented) Dublin, Ireland: Society for Research on Nicotine and Tobacco.

St. Claire AW, Schillo BA, Fee R, Rode P, Taylor K. (February 2009) The Impact of Public Policies on Quitting. (Poster presented) Dublin, Ireland: Society for Research on Nicotine and Tobacco.

St. Claire AW, Schillo BA, Taylor K, Carusi C, Ahluwalia J, An L, Kirch M. (February 2009) The Association of Indoor and Outdoor Workplace Smoke-Free Policies with Quitting. (Poster presented) Dublin, Ireland: Society for Research on Nicotine and Tobacco.

An L, Schillo BA, St. Claire AW, Taylor K, Carusi C, Kirch M, Ahluwalia J. (February 2009) Use of Varenicline in a population-based cohort of smokers. (Poster presented) Dublin, Ireland. Society for Research on Nicotine and Tobacco.

St. Claire AW, Boyle RG, Schillo BA, Rode P, Taylor K. (March 2012) Smoke-Free Home Rules Adoption by Smokers and Non Smokers: Minnesota 1999-2010. (Poster Presented) Houston, Texas, Society for Research on Nicotine and Tobacco.

Whittet MN, Boyle RB, Lee JK, St. Claire AW, D'Silva J, Rode P. (March 2012) Beyond Indoor Smoking Bans: Attitudes from a Statewide Survey. (Poster Presented) Houston, Texas, Society for Research on Nicotine and Tobacco.

Lee JK, Boyle RB, D'Silva J, St. Claire AW, Whittet MN, Kinney A, (March 2012). Investigating Smoker Identity Among Occasional Smokers: Findings from a State-Wide Tobacco Surveillance Survey. (Poster Presented) Houston, Texas, Society for Research on Nicotine and Tobacco.

St. Claire AW, Boyle RG, Schillo BA, Rode P, Taylor KA. (August 2012). Smoke-Free Home Rule Adoption by Smoker Groups: 1999-2010. (Poster Presented) Kansas City, MO, National Conference on Tobacco or Health.

Chapman Haynes M, Betzner A, St. Claire AW, Boyle RG, Whittet M. (February 2014). Challenges in Assessing Exposure to Secondhand Smoke Among Smokers and Non-Smokers Using Self-Report Measures. (Poster Presented). Seattle WA, Society for Research on Nicotine and Tobacco.

St. Claire, A., Amato, M.S., & Boyle, R.G. (2015). Secondhand smoke exposure: Where is it occurring and what can be done after statewide smoke-free law implementation? (Poster Presented) Philadelphia, PA, Society for Research on Nicotine and Tobacco.

Betzner, A., Amato, M.S., Haynes, M., St. Claire, A., & Boyle, R.G. (2015). Perceptions of secondhand smoke risk and restrictions: Challenges and Opportunities for new policies. (Poster Presented) Philadelphia, PA, Society for Research on Nicotine and Tobacco.

Taylor, K., Agnew, T., Amato, M.S., Kinney, A., Rode, P., St. Claire, A., & Boyle, R.G. (2015). Minnesota adult cigarette smokers' reactions to a tax increase. (Poster Presented) Philadelphia, PA, Society for Research on Nicotine and Tobacco.

Haynes, M., Betzner, A., St. Claire, A., Boyle, R.G., & Amato, M.S. (2015). Measurement of secondhand smoke exposure using self-report survey methods: Complexities, challenges, and recommendations. (Poster Presented) Philadelphia, PA, Society for Research on Nicotine and Tobacco.

Maciosek, M, St. Claire, A, Schillo, B, LaFrance, A. (2019). The 20-year impact of reducing cigarette use in Minnesota: A simulation study. (Poster Presented) San Francisco, CA, Society for Research on Nicotine and Tobacco.

St. Claire, A, Schillo, B, Keller, P, O'Gara, E, D'Silva, J, Kingsbury, J, Helgertz, S. (2019). Shifts in e-cigarette use among Minnesota adults: 2014-2018. (Poster Presented) San Francisco, CA, Society for Research on Nicotine and Tobacco.

St. Claire, A, D'Silva, J, O'Gara E, Boyle, R, Sharma E. (2019). Survey Research Challenges to Measuring Blunt and Cigar Use. (Poster Presented) Philadelphia, PA, American Public Health Association Annual Meeting.

St. Claire, A, Helgertz, S, Kingsbury, J, Parks, M, Friedrichsen, S. (2020). Is your home smoke-free? What about vaping? Findings from Minnesota: 2018. (Poster Presented) New Orleans, LA, Society for Research on Nicotine and Tobacco.

O'Gara E, St. Claire, AW, Boyle, RB, Sharma, E, D'Silva, JD, Lauten, K. (2020). Assessing concurrent use of marijuana/tobacco: An emerging issue for tobacco control surveillance. (Poster Presented) New Orleans, LA, Society for Research on Nicotine and Tobacco.

Eagleton Center for Public Interest Polling (ECPIP)

ASHLEY KONING

191 Ryders Lane
New Brunswick, NJ 08901

848.932.8940
akoning@rutgers.edu

908.872.1186
ashley.koning@gmail.com

EDUCATION

- Rutgers, The State University of New Jersey – New Brunswick, NJ October 2016
Ph.D., Political Science
Major Field: American Politics
Minor Field: Women and Politics, Methodology

Dissertation Title: “Crashing the Grand Old Party’s Traditional Stances on Social Issues: The Effects of Issue Framing on Public Opinion in the Context of Conflicting Cues”
(Chair: Dr. David P. Redlawsk)
- Columbia University, Graduate School of Arts and Sciences – New York, NY May 2009
M.A., Political Science
American Politics and Quantitative Analysis
- Franklin & Marshall College – Lancaster, PA May 2008
B.A., Government and Vocal Musical Performance
Magna Cum Laude, Phi Beta Kappa, John Marshall Scholar
Pi Sigma Alpha Political Science Honors Society, Pi Gamma Mu National Social Science Honor Society, Omicron Delta Epsilon Economics Honor Society

PROFESSIONAL EXPERIENCE

- Eagleton Center for Public Interest Polling (ECPIP), Eagleton Institute of Politics 2016-present
Assistant Research Professor and ECPIP Director
Oversee all client research operations, Rutgers-Eagleton Poll operations, and call center operations
Participate in and oversee creation and execution of study designs, budgets, and contracts
Handle all local, statewide, and nationwide media relations
Manage and instruct all research, student, and field staff
Notable client partnerships: New Brunswick Tomorrow, Newark Consent Decree community survey, New Jersey Health Care Quality Institute, NJ Spotlight, Arts Ed NJ, Partnership for a Drug Free NJ
- Assistant Director, ECPIP 2015-2016
Oversaw all Rutgers-Eagleton Poll operations and related staff
Handled all poll questionnaire design, analysis, and publications/press releases
Managed and instructed all undergraduate/graduate internships and staff
Handled all local, statewide, and nationwide media relations
Oversaw and worked on multiple client projects
- Graduate Assistant, ECPIP/Manager, Rutgers-Eagleton Poll 2012-2015
Handled initial questionnaire design and pre-testing for statewide polls
Performed all dataset cleaning, coding, and recoding
Created all syntax and conduct all statistical analysis on survey results

Composed all press releases and other reports/publications	
Managed and instruct all undergraduate/graduate internships and staff	
Research Assistant	2011
Aided with question creation, data coding, and analysis	
Performed background research and poll archiving tasks	
Composed press releases, client reports, and academic presentations	
Guided undergraduate intern projects	
Siena College Research Institute	2010-2011
Research Assistant	
Analyzed survey data with focus on pre-election polling	
Assisted with question creation for polls	
Performed extensive research in various areas of public opinion	
Composed in-depth pre-election reports on New York State races	
Assisted with academic publications and projects on attitude intensity and response measurement	

CHAPTERS IN EDITED VOLUME PUBLICATIONS

Koning, Ashley. *Forthcoming*. "Survey Research." In *The Oxford Encyclopedia of Political Decision Making*. Edited by David P. Redlawsk. New York: Oxford University Press.

Koning, Ashley and David Redlawsk. 2016. "Polling Post-Superstorm Sandy: The Transformative Personal and Political Impact of the Superstorm in New Jersey." In *Taking Chances on the Coast After Hurricane Sandy*. Edited by Karen M. O'Neill and Daniel J. Van Abs. New Brunswick: Rutgers University Press.

Koning, Ashley and David Redlawsk. 2015. "Rally 'Round the Governor: The Response of Voters to Gubernatorial Leadership in Times of Crisis." In *Governors: Power, Constraint, and Leadership in the U.S. States*. Edited by David P. Redlawsk. Boston: Palgrave Macmillan.

Levy, Don and Ashley Koning. 2012. "Public Opinion Polling and New York Politics and Governance." In *The Oxford Handbook of New York State Government and Politics*. Edited by Gerald Benjamin. New York: Oxford University Press.

GRANTS, AWARDS, and FELLOWSHIPS

American Association for Public Opinion Research Burns "Bud" Roper Fellow Award	2016
Association of Academic Survey Research Organizations John Tarnai Memorial Scholarship	2016
American Association for Public Opinion Research Student Poster Award	2015
Center for the Experimental Study of Politics and Psychology Research Grant	2014
Southern Political Science Association Prestage-Cook Student Travel Award	2014
Rutgers University Hybrid Course Conversion Grant for Summer Session 2013	2012-2013
Midwest Political Science Association Women's Caucus Student Travel Award	2013
American Association for Public Opinion Research Student Travel Award	2012
Rutgers University Graduate School Special Study Opportunity Travel Support Award	2011
Rutgers University Excellence Fellowship (Department of Political Science)	2010-2012

CONFERENCE PAPERS AND PRESENTATIONS

Koning, Ashley and Krista Jenkins. "The State of Statewide Polling: An Experiment Between RDD and Online Panels." Paper delivered at the 74th Annual Meeting of the American Association for Public Opinion Research, Toronto, ON, CA, May 16-19, 2019.

Koning, Ashley, William Young, and Debbie Borie-Holtz. "Hispanic Self-identification Versus Approximation and Its Consequences for Survey Representation in Mixed-Mode Surveys." Paper delivered at the 74th Annual Meeting of the American Association for Public Opinion Research, Toronto, ON, CA, May 16-19, 2019.

Koning, Ashley, Debbie Borie-Holtz, Kathleen Rogers, and GraceAnn MacMillan. "The Socially Desirable Voter? A Multi-Mode Exploration of Race and Gender of Interviewer Effects in the 2016 Presidential Election." Paper delivered at the 72nd Annual Meeting of the American Association for Public Opinion Research, New Orleans, LA, May 18-21, 2017.

Koning, Ashley, Debbie Borie-Holtz, Kathleen Rogers, and GraceAnn MacMillan. "The Shy Respondent? Are Respondents More Willing to be Polled Online (and Tell Us the Truth) About Candidate and Policy Preferences?" Paper delivered at the 72nd Annual Meeting of the American Association for Public Opinion Research, New Orleans, LA, May 18-21, 2017.

Koning, Ashley. "Old Values, New Positions: Republican Reframing of Same-Sex Marriage and its Effects on Within-Party Attitudes Pre and Post Obergefell v. Hodges." Paper delivered at the 71st Annual Meeting of the American Association for Public Opinion Research, Austin, TX, May 12-15, 2016.

Levy, Don, Meghann Crawford, Harry Wilson, Ashley Koning, and Dave Redlawsk. "Beyond Right Track/Wrong Direction: A New Multi-Indicator Measure of Political Sentiment." Paper delivered at the 71st Annual Meeting of the American Association for Public Opinion Research, Austin, TX, May 12-15, 2016.

Redlawsk, David and Ashley Koning. "The Booker Effect – The Sequel: A Comprehensive Investigation of Race of Interviewer Effects in New Jersey U.S. Senate Elections." Paper delivered at the 70th Annual Meeting of the American Association for Public Opinion Research, Hollywood, FL, May 14-17, 2015.

Koning, Ashley. "Framing the Conservative Case for Same-Sex Marriage: Atypical Republican Issue Advocacy and the Effects of 'Conflicting Cue' Value Frames on Same-Sex Marriage Attitudes Within the Republican Party." Poster delivered at the 70th Annual Meeting of the American Association for Public Opinion Research, Hollywood, FL, May 14-17, 2015.

Koning, Ashley. "Crashing the Grand Old Party's Traditional Stances on Social Issues: The Effect of Issue Framing on Public Opinion in the Context of Conflicting Value Cues." Paper delivered at the Annual Meeting of the Midwest Political Science Association, Chicago, IL, April 16-19, 2015.

Koning, Ashley. "Crashing the Grand Old Party's Traditional Stances on Social Issues: The Effect of Issue Framing on Public Opinion in the Context of Conflicting Value Cues." Paper delivered at the 69th Annual Meeting of the American Association for Public Opinion Research, Anaheim, CA, May 15-18, 2014.

Levy, Don, Meghann Crawford, David Redlawsk, Ashley Koning, and Harry Wilson. "A Collaborative Assessment of Voter Attitudes and Intensity in New Jersey, New York, and Virginia." Paper delivered

at the 69th Annual Meeting of the American Association for Public Opinion Research, Anaheim, CA, May 15-18, 2014.

Redlawsk, David and Ashley Koning. "The Booker Effect: The Role of Interviewer Race and Ethnicity in Polling the 2013 New Jersey Special U.S. Senate Election." Paper delivered at the 69th Annual Meeting of the American Association for Public Opinion Research, Anaheim, CA, May 15-18, 2014.

Koning, Ashley and David Redlawsk. "From Bully to the Boss: Governor Chris Christie's Post-Sandy Stardom and the 2013 New Jersey Gubernatorial Election." Poster delivered at the 69th Annual Meeting of the American Association for Public Opinion Research, Anaheim, CA, May 15-18, 2014.

Koning, Ashley and David Redlawsk. "Rally 'Round the Governor: Understanding the Political Aftermath of Hurricane Sandy in New Jersey." Paper delivered at the 85th Annual Southern Political Science Association Conference, New Orleans, LA, January 9-11, 2014.

Koning, Ashley. "Framing the War on Women: A Survey Experiment on the Effects of Partisan Framing on Issue Perception, Responsibility, and Vote Choice." Paper delivered at the 2013 Annual Meeting of the Northeastern Political Science Association, Philadelphia, PA, November 14-16, 2013.

Koning, Ashley and David Redlawsk. "Rally 'Round the Governor: Understanding the Political Aftermath of Hurricane Sandy in New Jersey." Paper delivered at the 13th Annual State Politics and Policy Conference, Iowa City, IA, May 23-25, 2013.

Koning, Ashley and David Redlawsk. "Polling Post-Superstorm Sandy: Understanding the Social and Political Aftermath of the Hurricane in New Jersey." Poster delivered at the 68th Annual Meeting of the American Association for Public Opinion Research, Boston, MA, May 16-19, 2013.

Koning, Ashley and David Redlawsk. "Framing the War on Women: A Survey Experiment on the Effects of Partisan Framing on Issue Perception and Vote Choice." Paper delivered at the 2013 Annual Meeting of the American Association for Public Opinion Research, Boston, MA, May 16-19, 2013.

Koning, Ashley and David Redlawsk. "Framing a Conservative Case for Same-Sex Marriage: An Exploration of Conservative Advocacy Framing and Republican Elite Rhetoric Through Survey Experiments." Paper delivered at the 2013 Annual Meeting of the Midwest Political Science Association, Chicago, IL, April 11-14, 2013.

Koning, Ashley and David Redlawsk. "Coming Out in Support for Same-Sex Marriage: A Multi-Method Approach to Exploring Implicit and Explicit Attitudes on Same-Sex Marriage through Survey Experiments." Paper delivered at the 67th Annual Meeting of the American Association for Public Opinion Research, Orlando, FL, May 17-20, 2012.

Levy, Don and Ashley Koning. "Public Opinion Polling and New York Politics and Governance." Paper delivered at the 2011 Annual Meeting of the NPSA, Philadelphia, PA, November 17-19, 2011.

TEACHING AND ACADEMIC EXPERIENCE

Rutgers, The State University of New Jersey

Department of Political Science

Introduction to Political Science Methods

Public Opinion (Course Instructor)

2018 - present

Summer 2013

Fall 2017

Survey Research Undergraduate Seminar (Teaching Assistant) Douglass Residential College	Spring 2012
Knowledge and Power: Issues in Women's Leadership (Course Instructor)	2011-2012

PROFESSIONAL MEMBERSHIP

American Association for Public Opinion Research
Association of Academic Survey Research Organizations
PA/NJ Chapter of the American Association for Public Opinion Research (Program Chair)
NY Chapter of the American Association for Public Opinion Research

RESEARCH SKILLS

SPSS, Stata, WinCati, Qualtrics, Survey Monkey, Microsoft Office

DEBRA BORIE-HOLTZ, Ph.D.

The Edward J. Bloustein School of Planning and Public Policy Rutgers,
The State University of New Jersey

33 Livingston Avenue, Room 256
New Brunswick, NJ 08901
dbholtz@ejb.rutgers.edu

Office: 848-932-2968
Fax: 732-932-2252
Cell: 856-906-6554

EDUCATION

Doctor of Philosophy in Planning and Public Policy January 2011
Edward J. Bloustein School of Planning and Public Policy, Rutgers University

Dissertation:

Breaking through the Glass Ceiling: Only to Get Stuck in the Rafters
A Study of Gendered Legislative Leadership in the 50 State Politics

Doctoral Committee: Dr. Alan Rosenthal, Chair, Rutgers University; Dr. Henry Coleman, Rutgers University; Dr. Jocelyn Crowley, Rutgers University; Dr. Cliff Zukin, Rutgers University; Dr. Kira Sanbonmatsu, (Department of Political Science) Rutgers University

Master of Public Affairs and Politics May 2006
Edward J. Bloustein School of Planning and Public Policy, Rutgers University

Bachelor of Arts, Journalism and Political Science May 1981
Rutgers State University, New Brunswick, NJ

ACADEMIC APPOINTMENTS

ASSISTANT TEACHING PROFESSOR/INSTRUCTOR, New Brunswick, NJ 2011-Present
Bloustein School of Planning and Public Policy, Rutgers

Principles of Public Policy
Principles of Public Policy Hybrid
Research Methods
Research Methods Hybrid & Online
Introduction to Planning, Public Policy and Public Health Hybrid
Research in the Disciplines: Science and Politics
Public Policy Methods I (graduate course)
Public Policy Formation (graduate course)
Survey Research (graduate course)

PART-TIME LECTURER, New Brunswick, New Jersey 2007-2010
Bloustein School of Planning and Public Policy, Rutgers

Principles of Public Policy
Research Methods
Research Methods Online
Methods I (graduate level)

TEACHING ASSISTANT, New Brunswick, New Jersey 2008-2010
 Bloustein School of Planning and Public Policy, Rutgers
Principles of Public Health
Research Methods
Methods 1(graduate course)

PART-TIME LECTURER, New Brunswick, New Jersey 2006-2014
 SAS, English Department, Rutgers
Hybrid Research in the Disciplines: The Environment
Research in the Disciplines: The Environment
Expository Writing
Hybrid Expos

ADJUNCT PROFESSOR, South Orange New Jersey 2009-2010
 Department of Public & Healthcare Administration, MHA & MPA, Seton Hall
Research Methods and Statistical Analysis (graduate level)
Hybrid Research Methods and Statistical Analysis (graduate level)

RESEARCH, PRESENTATIONS & PUBLICATIONS

PEER REVIEWED BOOK

The Politics of Regulatory Reform. Shapiro, S. and Borie-Holtz, D. October 2013. New York. Routledge Publishers.

CHAPTERS IN BOOKS OR MONOGRAPHS

“Sampling in Disaster and Emergency Management Research.” Borie-Holtz, D. and Koning, A. Forthcoming (2021) in *Research Methods of Disaster and Emergency Management: Social Science Approaches in Application*, edited by Jason Rivera. Routledge.

ARTICLES IN REFEREED JOURNALS

“Small Business Response to Regulation: Incorporating A Behavioral Perspective.” Shapiro, S. and Borie-Holtz, D. (2020). Submitted to *Business and Politics* for review.

“Bringing the Heat Home: Television Spots about Local Impacts Reduce Global Warming Denialism.” Romero-Canyas, R., Larson-Konar, D., Redlawsk, D. P., Borie-Holtz, D., Gaby, K., Langer, S., & Schneider, B. *Environmental Communication*, 1-21 (2018).

“Exploring the Relationship Between Regulatory Reform in the States and State Regulatory Output.” 2014: Shapiro, S. and Borie-Holtz, D. (2014). *Case Western Reserve Law Review*, 64.

ARTICLES IN NON-REFEREED OR GENERAL JOURNALS

“Regulatory Reform: Retrospective Review in Four States.” Shapiro, S., Borie-Holtz, D. and Markey, I. *Regulation*, 39(1), 32-35 (2016).

“Why Regulatory Reform?” Shapiro, S. and Borie-Holtz, D. Spring 2014. *Regulation*, 37(2), 3-5.

“Lessons from New Jersey” Shapiro, S. and Borie-Holtz, D. Spring 2011. *Regulation*, 34(1), 14-19.

ELECTRONIC PUBLICATIONS, NON-REFEREED

“Don’t believe the polls - just vote.” [Opinion Contributor]. The Hill. Borie-Holtz, D. (November 6, 2018). Retrieved from <https://thehill.com/opinion/campaign/414931-dont-believe-the-polls-just-vote>.

“The Politics of Regulatory Reform.” Shapiro, S. and Borie-Holtz, D. (October 2013). *RegBlog*, University of Pennsylvania School of Law, “Top 50” posts in 2013.

“Does Process Matter: Regulatory and Regulatory Output in the States.” (Working Paper). Shapiro, S. and Borie-Holtz, D. (2011). New York: Institute for Policy Integrity, New York University School of Law, pp.17. Retrieved from <http://policyintegrity.org/publications/filter/working-papers/P5/>.

“In the Regulatory Weeds of the Garden State: Lessons from New Jersey’s Legislative Process.” Borie-Holtz, D. and Shapiro, S. (August 2009). Institute for Policy Integrity, New York University School of Law. https://policyintegrity.org/files/publications/Does_Process_Matter.pdf

SCHOLARSHIP OTHER

“The New Brunswick Tomorrow Community Survey.” Koning, A. and Borie-Holtz, D. (2016). Eagleton Center for Public Interest Polling. Forthcoming 2021 (20th Installment).

“How Businesses Experience Regulations.” (Working Paper Series). Shapiro, S. and Borie-Holtz, D. (2018). McCombs School of Business, The University of Texas at Austin.

“New Jersey Commission on the Blind Study and Visually Impaired (CBVI) Customer Satisfaction Survey, 2017.” McKim, L., Borie-Holtz, D. and Koning, A. Eagleton Center for Public Interest Polling.

“Newark Police Division Consent Decree 2016-2017 Community Probability Survey Final Report, (2nd Quarter Report, Appendix B, pg.76-383).” Koning, A. and Borie-Holtz, D. (2017). Retrieved from the Newark Police Department Independent Monitor website: <https://www.newarkpdmmonitor.com/wp-content/uploads/2017/10/Monitoring-Team-Second-Quarterly-Report.pdf>

“The New Brunswick Tomorrow Community Survey, 2016 (19th Installment).” Koning, A. and Borie-Holtz, D. (2016). Retrieved from the Eagleton Center for Public Interest Polling website: eagletonpoll.rutgers.edu/new-wp/wp-content/uploads/2019/08/NBT-2016-Survey-Report-Part-I.pdf

“Trying to Float in a Sea of Regulation: Perception and Reality About Regulatory Overload”. Borie-Holtz, D. and Shapiro, S. (September 15, 2014). Available at SSRN: <https://ssrn.com/abstract=2496436> or <http://dx.doi.org/10.2139/ssrn.2496436>

“The New Brunswick Tomorrow Community Survey, 2012 (18th Installment).” Redlawsk, David, Koning, A., Borie-Holtz, D. & McKim, L. (2012). Retrieved from the Eagleton Center for Public Interest Polling website: <http://eagletonpoll.rutgers.edu/new-brunswick-tomorrow-community-survey/>

“Regulatory Reform in the States: Lessons from New Jersey.” Shapiro, S. and D. Borie-Holtz. (2011). Borie-Holtz, Debra and Shapiro, Stuart. (September 15, 2014). Available at SSRN: https://papers.ssrn.com/sol3/papers.cfm?abstract_id=1794172#

“No End in Sight: The Agony of Prolonged Unemployment.” Borie-Holtz, D., Zukin, C & Van Horn, C. May, 2010. *John J. Heldrich Center for Workforce Development*, Rutgers University.

“In the Regulatory Weeds of the Garden State: Lessons from New Jersey’s Legislative Process.” Borie-Holtz, D. and Shapiro, S. August 2009. *Institute for Policy Integrity*, New York University School of Law.

“Breaking through the glass ceiling: only to get stuck in the rafters: a study of gendered legislative leadership in the 50 states.” Borie-Holtz, D. A. (2011). Doctoral dissertation, Rutgers University-Graduate School-New Brunswick.

CONFERENCE PAPERS AND PRESENTATIONS

Borie-Holtz, D. May 2020. "Is the Female Elected Class Different from their Predecessor?" Forthcoming presentation at American Association for Public Opinion Research (AAPOR) 75th Annual Conference, Atlanta, Ga.

Borie-Holtz, D. May 2020. "Estimating Likely Voters During Surge Electoral Cycles." Forthcoming presentation at American Association for Public Opinion Research (AAPOR) 75th Annual Conference, Atlanta, Ga.

Borie-Holtz, Debra and Koning, Ashley. May 2017. “‘Shy’ Presidential Voter: Are Voters More Willing to be Polled Online (and Tell Us the Truth)?” Presented at American Association for Public Opinion Research (AAPOR) Annual Conference, New Orleans, LA.

Koning, Ashley and Borie-Holtz, Debra. May 2017. “The Socially Desirable Voter? A Multi-Mode Exploration of Race and Gender of Interviewer Effects in the 2016 Presidential Election.” Presented at American Association for Public Opinion Research (AAPOR) Annual Conference, New Orleans, LA.

Borie-Holtz, Debra and Shapiro, Stuart. May 2015. “Regulatory Reform: Retrospective in Four States.” Presented at Association for Public Policy Analysis & Management (APPAM) Annual Conference, Miami, FL.

Borie-Holtz, Debra and Shapiro, Stuart. May 2014. "Drowning In a Sea of Regulation: Perception or Reality and the Policy Implications of Finding the Truth." Presented at American Association for Public Opinion Research (AAPOR) Annual Conference, Anaheim, CA.

Borie-Holtz, Debra and Shapiro, Stuart. May 2013. "Seeing Red: The Perceived or Real Effects of State Regulations." Presented at American Association for Public Opinion Research (AAPOR) Annual Conference, Boston, MA.

Borie-Holtz, D. January 2011. "Breaking Through the Glass Ceiling: A Grounded Theory Study of Gendered Leadership in the New Jersey Legislature." Presented at the Southern Political Science Association (SPSA) Annual Conference, New Orleans, LA.

Borie-Holtz, Debra and Shapiro, Stuart. November 2011. "Does Process Matter: Regulatory Procedure and Regulatory Outcomes in the States." Presented at Association for Public Policy Analysis & Management (APPAM) Annual Conference, Washington, DC.

Borie-Holtz, Debra. May 2011. "Exploring the Attitudes, Styles & Policy Preferences of Top Legislative Leaders in the 50 States." Presented at American Association for Public Opinion Research (AAPOR) Annual Conference, Phoenix, AZ.

Borie-Holtz, Debra and Shapiro, Stuart. November 2010. "Does Process Matter: Regulatory Procedure and Regulatory Outcomes in the States." Presented at Association for Public Policy Analysis & Management (APPAM) Annual Conference, Boston, MA.

Borie-Holtz, Debra and Zukin, Cliff. November 2010. "No End in Sight: The Agony of Prolonged Unemployment." Presented at American Association for Public Opinion Research (AAPOR) Annual Conference, Chicago, IL.

Borie-Holtz, D. and Shapiro, S. November 2010. "Does Process Matter: Regulatory Procedure and Regulatory Outcomes in the States." Presented at Association for Public Policy Analysis & Management (APPAM) Annual Conference, Boston, MA.

Borie-Holtz, D, April 2009. "Structural Barriers to Top Leadership in the 50 States." First Annual Krueckeberg Doctoral Conference In Planning And Public Policy, Edward J. Bloustein School of Planning and Public Policy, Rutgers-New Brunswick, NJ.

Shapiro, Stuart and Borie-Holtz, Debra. October 2009. "The Use of Benefit-Cost Analysis in Four States." Presented at Annual Conference and Meeting of the Society for Benefit-Cost Analysis, Washington, DC.

Borie-Holtz, Debra. January 2007. "Breaking Through the Glass Ceiling: A Grounded Theory Study of Gendered Leadership in the New Jersey Legislature." Presented at the Southern Political Science Association (SPSA) Annual Conference, New Orleans, LA.

INVITED SEMINARS, COLLOQUA, ROUNDTABLES, GOVERNMENTAL PROCEEDINGS

"Measuring the Use of Behavioral Economics to Justify Regulation," Presented at Public Administration Review (PAR) Symposium on Behavioral Approaches to Bureaucratic Red Tape and Administrative Burden, George Washington University, Washington, DC, May 2018.

Testimony on regulatory reform in the states, Pennsylvania House State Government Committee, Harrisburg, PA (March 2013).

Speaker, PA Office of the General Council, Transaction Practice Group, Harrisburg, PA, August 2013.

Panelist, Rate the Media's Presidential Campaign Coverage, Politics on The Public Mind, Fairleigh Dickinson University, Madison, NJ, October 2008.

Panelist, Women, Work & The Economy, Forum on Women's Issues in the 2008 Presidential Campaign, Center for Women and Work, Center for American Women and Politics and Hall Institute of Public Policy – New Brunswick, NJ, September 2007.

PA House State Government Committee, Invited to testify as subject matter expert on regulatory reform in the states, March 2013.

First Annual Krueckeberg Doctoral Conference In Planning And Public Policy, Sponsored by the Edward J. Bloustein School of Planning and Public Policy, April 2009.

- Presented paper on “Structural Barriers to Top Leadership in the 50 States”.

Politics On The Publicmind, Sponsored By Fairleigh Dickinson University, October 2008.

- Served as a forum panelist discussing “Rate the Media's Presidential Campaign Coverage”.

Women, Work & The Economy: A Forum on Women's Issues in the 2008 Presidential Campaign, Sponsored by Rutgers Center for Women and Work, Center for American Women and Politics and Hall Institute of Public Policy – NJ, September 2007.

- Served as a panelist on issues of women, work and the economy for the 2008 presidential election.

Spring 2007 Doctoral Mini-Conference: Sponsored by the Edward J. Bloustein School of Planning and Public Policy, March 2007.

- Presented paper entitled “Breaking through the Glass Ceiling: Only to Get Stuck in the Rafters”.

PROFESSIONAL ASSOCIATIONS AND SERVICE ACTIVITIES

AFFILIATIONS

Member, American Association for Public Opinion Research

Member, Association of American Survey Research Organizations

Member, Association for Public Policy Analysis & Management

Former Member, Society of Professional Journalists

Institutional Affiliate, Association of Academic Survey Research Organizations

UNIVERSITY SERVICE

Member, Bloustein Teaching Evaluation and Mentoring (TEAM) project that is part of a Rutgers-New Brunswick initiative to improve teaching evaluations, 2017-2018

Member, Bloustein School of Planning and Public Policy, Bloustein Faculty Work-Life Committee, Independent Study and Honors Course Curriculum Committee, Undergraduate Program, 2016.

Member, Bloustein School of Planning and Public Policy CEPH Undergraduate Accreditation Committee and Evaluations for Bachelor of Science degree and major in Public Health, September 2014-2018.

Member, Bloustein School of Planning and Public Policy AASRO Host Committee for 2015 Annual Conference; Chair, Content Development and Program Coordinator, 2015.

Member, Bloustein School of Planning and Public Policy Dean's Evaluation Committee James Hughes on behalf of Executive Vice President and Interim Chancellor Richard L. Edwards, December 2013 – 2014

Member, Accreditation On-Site Review Team, Seton Hall University, Department of Public Healthcare Administration, Spring 2010.

PROFESSIONAL SERVICE

Reviewer, Public Finance Review, 2014

Reviewer, Sage Publications, 2013

GENERAL ADVISING

Aresty Research Assistant Program

Aresty Research Assistant Faculty Advisor, Helena Economikos, Class of 2015, AY 2014-15

Senior Honors Capstone Thesis Advisor

Bloustein School of Planning and Public Policy Capstone Advisor, Kelly Dewees, Class of 2017, AY 2016-17

Bloustein School of Planning and Public Policy Capstone Advisor, Madeline Kenny, Class of 2015, AY 2014-15

FIGS Advisor

FIGS (Freshmen Interest Group Seminar) Faculty Mentor, Harini Kidambi Class of 2012, Fall 2011

Intern Preceptor

Bloustein School of Planning and Public Policy Intern Preceptor, AAPOR Presentation, Alyssa Desai, Class of 2020, Spring20

Bloustein School of Planning and Public Policy Intern Preceptor, Duke Farms, Shealynn O'Toole, Class of 2019, Spring19

Bloustein School of Planning and Public Policy Intern Preceptor, Marya Mehdi, Class of 2017, Spring17

Bloustein School of Planning and Public Policy Intern Preceptor, Andrew (Max) Natanagara, Class of 2018, Spring17

Bloustein School of Planning and Public Policy Intern Preceptor, Gina Rhim, Class of 2016, Spring16

Bloustein School of Planning and Public Policy Intern Preceptor, Victor Arroya, Class of 2016, Spring16

Bloustein School of Planning and Public Policy Intern Preceptor, Aalok Mehta, Class of 2016, Spring16

Bloustein School of Planning and Public Policy Intern Preceptor, Faisal Hossain, Class of 2016, Spring16

Bloustein School of Planning and Public Policy Intern Preceptor, Nikki Parekh, Class of 2015, Spring15

Bloustein School of Planning and Public Policy Intern Preceptor, Dianna Kissi, Class of 2013, Spring13

Bloustein School of Planning and Public Policy Intern Preceptor, Sandra Session, Class of 2013, Spring13

Bloustein School of Planning and Public Policy Intern Preceptor, Juan Rodriquez, Class of 2013, 2012-13

Bloustein School of Planning and Public Policy Intern Preceptor, Joseph Rua, Class of 2013, CY 2012

Bloustein School of Planning and Public Policy Intern Preceptor, Sukh Singh, Class of 2012, Summer 2012

Bloustein School of Planning and Public Policy Intern Preceptor, Eden De Chavez, Class of 2012, Summer 2012

Bloustein School of Planning and Public Policy Intern Preceptor, Sufia Nasser, Class of 2012, Spring 2012

Independent Study Advisor

Bloustein School of Planning and Public Policy Independent Study Advisor, Bancroft Participatory Observational Study, Graduate Student, Kelly Palomba, Class of 2018, Spring18

Bloustein School of Planning and Public Policy Independent Study Advisor, Graduate Student, Adam Sherman, Class of 2016, Spring16

Bloustein School of Planning and Public Policy Independent Study Advisor, Juan Rodriquez, Class of 2013, Spring13

Bloustein School of Planning and Public Policy Independent Study Advisor, Kelly Palomba, Class of 2015, Spring13

Bloustein School of Planning and Public Policy Independent Study Advisor, Michael Wong, Class of 2013, 2012-13

Bloustein School of Planning and Public Policy Independent Study Advisor, Harini Kidambi, Class of 2012, Spring12

PROFESSIONAL EXPERIENCE

NEW JERSEY LEGISLATURE, Trenton, New Jersey 2001-2004
Chief of Staff & Political Consultant, NJ Senate/NJ Assembly Members

Served as Chief of Staff during the members' inaugural legislative sessions. Oversaw development of public policy proposals, legislative strategies, constituent services, community outreach, and media relations. Responsibilities included researching and writing policy papers on a broad array of topics, directing the staff operations of members' committee leadership positions and general assignments; integrating marketing communication deliverables from direct mail, telecommunications, free press to advertising in order to build and maintain name recognition; developing and implementing successful re-election strategy for 2003. Supervised a 15-person staff in multi-county district offices.

Initially joined the political team of the three non-incumbent legislative candidates eight weeks prior to Election Day where the challenger trailed the 28-year incumbent by 20 points. Coordinated a \$4 million campaign budget with a 20-person political staff. Assumed lead responsibilities for direct mail, opposition research, targeting, polling, vote analyses as well as all field operations leading to upset victories.

- Legislative Initiatives– Combined strategic political contacts, media relations, grassroots organization and institutional knowledge to win passage and enactment of

more laws than any other non-leadership district team in the state or any freshmen legislative team in over 30 years.

- Grant Management – Guided the grant and state aid processes for 40 plus municipalities and three counties netting in excess of \$1 billion in awards for local governments and community organizations in the district.
- Media Coverage – Coordinated legislators' media relations in New Jersey, New York and Philadelphia media outlets and regional trade publications. Placement included coverage in *PEOPLE Magazine*, *The New York Times*, *The Newark Star Ledger*, CNN, *Philadelphia Inquirer*, Associated Press, MSNBC as well as network television affiliates. More than 2000 print articles and editorials appeared in the state's daily newspapers.
- Campaign Strategy – Developed and deployed political strategies and tactics to secure re-election for the district team by more than a two-fold margin.

USDA, FARM SERVICE AGENCY, Bordentown, New Jersey
State Executive Director

1994–1999

As a Presidential appointee, administered the state operations of a major United States Department of Agriculture agency responsible for delivering commodity, credit, risk management, disaster and conservation programs designed to improve the economic stability of agriculture and enhance air and water quality. Steered all external and internal communications with state and federal government officials, third party constituency groups, the media, stakeholders and customers. Controlled an operations budget in excess of \$2 million, a \$50 million program budget and supervised a team of 20 specialists.

Reported directly to USDA administrators in WDC and a state appointed board of agricultural producers. Responsible for interpreting and implementing federal policies and disseminating new policy guidelines and procedural directives to employees, customers and stakeholders. Presided over hearings for employee and customer complaints through formal processes, mediation and negotiated contracts in compliance with the Equal Opportunity and Civil Rights Act.

- Reorganization & Streamlining – Mapped out and executed a successful intradepartmental reorganization plan assuming control of two diverse program portfolios. Transitioned a unionized workforce into a unionized shop through a successor's agreement. First state in the nation to successfully implement one-stop customer service centers generating an overall cost savings to the agency while improving program delivery.
- Fiscal Accountability – Implemented new Congressional mandates which dramatically restructured national disaster relief program and imposed stricter payment eligibility and crop loss documentation requirements.
- Joint Federal-State Partnership - Leveraged millions of dollars in state and federal conservation programs to increase the pool of eligible producers and fundable conservation practices in the state. Worked to revamp state grant program to piggyback federal benefits and eligibility criteria enabling producers and agricultural landowners to submit one streamlined application, eliminating duplicate benefits and increasing the number and scope of fundable projects.
- Labor Relations – Established the first state Partnership Council in the Farm Service Agency to improve labor relations following multi-agency reorganization. First Council in the nation to include all-sector employees: bargaining and non-bargaining unit representatives, non-federal county employees and management.

- Reengineering Government – Served as management representative on Secretary of Agriculture’s business reengineering mandate designed to restructure administrative processes and save USDA more than \$80 million annually. Also served as Secretary of Agriculture’s management representative on the Labor-Management Administrative Convergence Team directed to merge three departmental agencies’ processes.

NEW JERSEY DEPARTMENT OF STATE, Trenton, New Jersey 1992 - 1994
Assistant Secretary of State

As a subcabinet member, served as the Governor’s policy advisor on key Administration issues ranging from education finance, energy and environment, insurance and election law regulations, ethics and campaign finance reform. Served as a chief legislative negotiator between the Governor and the Speaker and Senate President on Administration policies.

Managed the operations of the Department of State including the Divisions of Elections, Commercial Recording and State Archives, as well as the Council on the Arts, NJ State Museum, NJ Historic Society and the Martin Luther King Commission. Oversaw a staff of 300 employees and an annual budget of \$19 million.

- Negotiator and Advisor – Forged an agreement with the Republican controlled NJ legislature to secure passage of a \$1 billion statewide public education finance measure. Advised the Governor and Cabinet on the formulation and implementation of an unprecedented government ethics and campaign finance reform package.
- Crisis/Reputation Management – Devised and orchestrated a successful multi-faceted news media and government relations strategy to turn around the department’s negative public image in the wake of an unverified and critical audit released during its sensitive and adversarial budget review process.
- Administration Spokesperson – Served as spokesperson for the Administration on key policy initiatives and delivered speeches on behalf of the Governor before a variety of audiences. Professionally handled media responses on sensitive topics ranging from education finance to major governmental reforms.
- Fiscal Management – Secured unanimous legislative and customer support to establish a million dollar dedicated revenue stream to offset a 50 percent loss in state funding and overt widespread layoffs. Formulated a plan to downsize the department’s budget by 25 percent and save \$1.75 million through consolidation and enhanced records management.
- Program Delivery and Grant Management – Implemented statewide motor voter law which increased voter registration filings by 172 percent with no new costs to the election agency. Executed implementation and compliance of Division of Elections’ adherence to federal mandates requiring poll accessibility for the elderly and handicapped. Drafted comprehensive regulatory guidelines governing electronic voting equipment. Modernized grant making procedures of the NJ Historic Commission and Martin Luther King, Jr. Commission.

NJ SENATE MAJORITY LEADER, Trenton, New Jersey
Chief of Staff

1981 –1992

Directed the legislative and district operations of the NJ Senate Majority Leader. Duties included: coordinating the agenda of the caucus, researching and drafting legislation and amendments on major policy initiatives; monitoring regulatory implementation of legislative products by state agencies; press relations; constituent services; office budgeting and personnel; and speechwriting.

Directed the legislative committee agenda on behalf of the Chairman of the NJ Senate Energy and Environment Committee. Coordinated committee activities with Senate and Assembly leaders, members-at-large, Administration officials, lobbyists, non-profit organizations, stakeholders and constituents.

Managed all external and internal communications with non-partisan, partisan, and district staffs.

- National Firsts – Launched a strategic statewide legislative campaign to secure passage of major environmental laws such as the Worker and Community Right to Know Act and Freshwater Wetlands Act.
- Consensus Building - Lobbied special interest groups to secure consensus agreements on controversial measures such as NJ School Takeover Law, Enhanced Emergency Response Network Systems (9-1-1), Pollution Prevention Act and the NJ Clean Water Enforcement Act.

AWARDS

Ozzie and Jeanne Bloustein Fellowship in Public Policy, 2005-2006 Recipient
USDA Secretary's Honors Award – Business Process Reengineering, 1999

SKILLS

Special skills include proficiency in SPSS, STATA, ArcGIS, Atlas, Qualtrics, NVivo
Human Subjects Certification – 2006; CITI Certification – 2015, 2019.

COMMUNITY SERVICE

Southern Jersey Pines Adult Girl Scout Leader and Volunteer, 1999 - Present
Saint Mary's of the Lakes School Volunteer, 2000 – Present
Medford Recreational Association Soccer Coach, 2012
Habitat for Humanity, 2011 and 2019
Moorestown Friends Thrift Shop, 2008-2010

Kyle J. Morgan, Ph.D.

1830 First St

Dunellen, NJ 08812

908-251-0107

Kyle.morgan@rutgers.edu

EDUCATION

Rutgers University, New Brunswick, New Jersey (2013 – 2020)

Ph.D. in Political Science, May 2020

- Dissertation: "Is Anyone Worried About Judicial Review? Attitudes Towards Judicial Review in an Era of Political Turmoil"
Committee: Milton Heumann (Chair), Lisa Miller, Richard Lau, Susan Lawrence, David Redlawsk (University of Delaware)
- Fields: American Politics, Public Law, Women and Politics

Fairleigh Dickinson University, Madison New Jersey (2007-2011)

B.A., Political Science, Cum Laude

Minor in Legal Studies

Current Employment

Eagleton Center for Public Interest Polling (ECPIP), Eagleton Institute of Politics 2020- Present

- Research Associate
- Focused on survey design, fielding and management of active surveys, and data analysis.

Department of Political Science, Rutgers, The State University of New Jersey 2020- Present

- Part-Time Lecturer
- Offered courses in American Politics and Public Law

Lloyd C. Gardner Fellowship Program in Leadership and Social Policy, Rutgers, The State University of New Jersey 2020- Present

- Advisor
- Assist in organizing, planning, and running a Fellowship program for juniors in the School of Arts and Sciences

RESEARCH INTERESTS

Judicial Politics, Congress, Public Opinion, Experimental Methods, Political Psychology, Political Behavior, Gender and Public Policy, Representation

ACADEMIC PUBLICATIONS

Morgan, Kyle. Forthcoming. "Experimentally Measuring Responsiveness to Criticisms of the U.S. Supreme Court as Anti-Democratic" Forthcoming book chapter published in "Open Judicial Politics: An Empirical Reader" (Oregon State University)

Morgan, Kyle and William Young. 2019. What Counter-Majoritarian Dilemma? Experimentally Evaluating Citizens' Views of the Democratic Nature of the Supreme Court. *Constitutional Studies*. Vol. 5: 1-29

Morgan, Kyle and Bruce Peabody. 2014. What We Talk About When We Talk About Courts: Congressional Websites and Changing Attitudes Towards the Judiciary, 2009-2014. *British Journal of American Legal Studies*. 3(2): 335-366 <https://bit.ly/2LE4rwe>

Peabody, Bruce and **Kyle Morgan**. 2013. Hope, Fear and Loathing, and the Post-Sebelius Disequilibrium: Assessing the Relationship Between Parties, Congress, and Courts in Tea Party America. *British Journal of American Legal Studies*. 2(1): 27-58 <http://dx.doi.org/10.2139/ssrn.2074335>

WORKS IN PROGRESS

"Legislative Attitudes Toward Judicial Review and Reconceptualizing the Countermajoritarian Dilemma"
(Under Review)

"Women or Fetuses First? Experimentally Evaluating the Shifting Frames of the Abortion Debate"
(Under Review)

—with Dr. Amanda Roberti

"God, Guns, and Hair Salons: Attitudes Towards Rights and Liberties During a Global Pandemic"
—with Dr. Milton Heumann and Jessica Graham

"Unusual Sentences and Punishment Equivalents"
—with Dr. Milton Heumann, Alice Militaru, and Lance Cassak

AWARDS

Kneller Fund Research Grant (With Milton Heumann and Alice Militaru), Rutgers University, 2020-2021

Kneller Fund for Undergraduate Teaching, Political Science Department, 2020

Conference Travel Award, Rutgers University School of Graduate Studies, 2020

Conference Travel Grant, Political Science Department, 2019

Prestige-Cook Travel Award, Southern Political Science Association, 2019

Conference Travel Grant, Political Science Department, 2018

Rutgers School of Graduate Studies Conference Travel Award, 2018

Teaching Assistant and Graduate Assistant Professional Development Fund Award, 2018

Stanley H. and Claire A. Friedelbaum Endowed Graduate Student Dissertation Fund, 2018

Teaching Assistant and Graduate Assistant Professional Development Fund Award, 2017

Conference Travel Grant, Political Science Department, 2017

Conference Travel Grant, Public Law Sub-Field, 2017

Stanley H. and Claire A. Friedelbaum Endowed Graduate Student Dissertation Fund, 2017

PA/NJ Chapter of the American Association of Public Opinion Research Student Paper Competition, 3rd Prize, 2016

Experimental Research Grant from the Center for the Experimental Study of Politics and Psychology, 2015

Egleton Fellowship, Harold and Reba Martin Award, 2014/2015
Conference Travel Grant, Political Science Department, 2014
Phi Sigma Alpha National Political Science Honors Society (undergraduate), 2010
Phi Omega Epsilon Honors (undergraduate), 2010
Phi Zeta Kappa Honors (undergraduate), 2009

Teaching Experience

Instructor/Part Time Lecturer, Rutgers University:

Law and Politics, Spring 2021
American Constitutional Law, Fall 2020
Elections and Participation, Fall 2020
Judicial Politics, Fall 2019/2020, Spring 2021
Expository Writing, Fall 2018
Introduction to American Government (Online), Fall 2015, Spring 2016

Teaching Assistant, Rutgers University:

Politics of Crime and Criminal Justice, Fall 2016/2017/2018/2019
Civil Liberties and Civil Rights, Spring 2017/2018/2019/2020
Introduction to Political Science Research Methods, Fall 2015, Spring 2016
Law and Politics, Spring 2016
Expository Writing, Fall 2016/2017

Conference Presentations

“Women or Fetuses First? Experimentally Evaluating the Shifting Frames of the Abortion Debate” With Amanda Roberti

-Annual Meeting of the Southern Political Science Association, San Juan PR, January 9th, 2020

“Public Opinion, Democracy, and the Supreme Court: Analyzing the relationship between support for democracy and judicial legitimacy”

-Annual Meeting of the Southern Political Science Association, San Juan PR, January 9th, 2020

“Experimentally measuring responsiveness to criticisms of the U.S. Supreme Court as anti-democratic”

-Annual Meeting of the Southern Political Science Association, San Juan PR, January 11th, 2020

“Friend, Foe, or Punching Bag? Attitudes of Elected Officials Towards Judicial Review”

-Annual Meeting of the New England Political Science Association, Portland, ME, April 27th, 2019

“Are We Alone in Our Concerns About Judicial Review? Elected Officials Attitudes Towards Judicial Review”

-Annual Meeting of the Southern Political Science Association, Austin, TX, January 17th, 2019

“Friend, Foe, or Punching Bag: Attitudes of Elected Officials Towards Judicial Review”

-Annual Meeting of the Midwestern Political Science Association, Chicago, IL, April 6th, 2018

- "What Counter-Majoritarian Dilemma? Experimentally Evaluating Citizens Views of the Democratic Nature of the Supreme Court" With William Young

-Annual Meeting of the Southern Political Science Association, New Orleans, LA, January 6th, 2018

- "What Counter-Majoritarian Dilemma? Experimentally Evaluating Citizens Views of the Democratic Nature of the Supreme Court" With William Young

-International Meeting on Law and Society, Mexico City, MEX, June 23, 2017

- "The Power of a Picture: The relationship between support for the Supreme Court and the symbols of judicial legitimacy"

-Pennsylvania/New Jersey Chapter of the American Association of Public Opinion Research (PANJAAPOR) Spring Event Student Paper Presentation, Philadelphia, PA, March 30, 2017

- "The Power of a Picture: The relationship between support for the Supreme Court and the symbols of judicial legitimacy"

-Annual Meeting of the New England Political Science Association, Newport, RI, April 23, 2016

"Decisions or Trust? The influence of Supreme Court Decisions on Legitimacy"

-2015 Philadelphia Region American Politics Conference, Philadelphia, PA, September 18, 2015

"Postcards from the Edge or a House on Fire? Congressional Websites and Norms of Judicial Independence, 2009-2014" With Bruce Peabody

-Annual meeting of the New England Political Science Association, Woodstock, VT, April 26, 2014

"Funhouse Mirrors, Canaries, and Disequilibrium: Assessing the Relationship between Parties, Congress, and the Courts in Tea Party America" with Bruce Peabody

-Annual Meeting of the New England Political Science Association, Portsmouth, NH, April 27, 2012

Additional Work/Experience/Service

Pre-law advisor, 2018 - Present. Work with Dr. Milton Heumann and Dr. Carl Kirschner to run weekly pre-law advising meetings. Advising students who are interested in attending law school after graduation and assisting those who are currently applying by reviewing application materials, preparing them for the LSAT, and weigh options upon admission.

Research Associate at the Eagleton Center for Public Interest Polling, 2018 - Present. Aid in the design, implementation, and analysis of statewide and national public opinion polls for the Eagleton Center for Public Interest Polling and in coordination with other academic, professional, and business clients that contract with the poll.

Graduate Assistant for Dr. Lisa Miller and the Lloyd C. Gardner Fellowship Program in Leadership and Social Policy, 2019 - 2020. Responsible for assisting in scheduling events, trips, and speakers for the program. The fellowship provides an opportunity for a small number of juniors to deepen their understanding of major global issues, to develop strong leadership skills, and to take a prominent role in

addressing these issues going forward. Also responsible for assisting the fellows with their research and helping them prepare presentations of their research at the Annual Gardner Fellows Policy Conference.

Committee Member, 2020 – Present, Eagleton Institute of Politics Advisory Committee on Implementing Core Values. Committee organized in the wake of the 2020 protests of police brutality to ensure that Eagleton acts upon its goals and values of diversity, inclusion, and engagement.

Lab scheduler and coordinator for the Center for Experimental Study of Politics and Psychology (CESPP) at Rutgers University, 2015/2016.

Researcher for the New Jersey Election Law Enforcement Commission, 2015. Conducted research involving annual lobbying disclosure forms submitted to the commission. Findings were reported in a press release covering New Jersey lobbyist behavior. Results were reported on by njspotlight.com, nj.com, and Trentonian.com. Also provided guidance on the implementation of an electronic filing system for New Jersey Lobbying Disclosure Forms.

Florham Laboratory for Experimental Social Sciences (FLESS), 2008 and 2011. Managed lab experiments for Prof. John Schiemann (Fairleigh Dickinson University).

Research Assistant to Prof. Bruce Peabody (Fairleigh Dickinson University), 2009 and 2010. Data collection and analysis for “The Politics of Judicial Independence” 2010, published by John Hopkins University Press.

InAct, LLC

Valory Myers

8251 Cloverdale Way • Indianapolis, IN 46256
 (317) 507-9816 • valory.myers@inactllc.com
[LinkedIn Profile](#)

EXPERIENCED MARKET INSIGHT LEADER & STRATEGIC CHANGE AGENT

Dynamic executive with a track record of establishing, focusing and growing businesses within highly competitive markets. Exceptional communicator with a consultative style, known for aggressively identifying opportunities to improve business results through customer and market insights, quickly developing focus and priorities, and providing tactical business solutions to that lead to growth.

- Customer Insight & Competitive Intelligence
- Innovation Workshops & Pipeline Process
- Broad Market Research Expertise – Segmentation, Customer Experience, Customer Journey Mapping, Brand Positioning, VOC, Qual & Quant
- Cross-Functional Team Building & Facilitation
- Staff Development & Talent Management
- Strategic Planning & Execution
- Process Mapping & Improvement Prioritization
- Executive Presentations & Training

PROFESSIONAL CAREER & KEY ACHIEVEMENTS

[InAct LLC](#)

February 2018 to present

Principal & Founder

InAct helps executives solve their most pressing business issues — not simply prepare plans. Grounded in strategic insights, our clients take practical action to achieve results. We exist to connect people and ideas to improve and transform how we conduct business together. Specifically, we help create stronger customer loyalty and drive long-term, sustainable growth through:

- Better Data: Market Research
- Better Plans: Strategy Development
- Better Execution: Customer Experience (CX)

[Seven Corners Inc.](#)

September 2016 to February 2018

Director of Strategy

Drove various strategic, business and product development initiatives toward achievement of aggressive growth goals. Analyzed industry trends, assessed opportunities and partnered with stakeholders to build a pipeline of innovation.

- Launched first-ever strategic planning process, with a rolling 4-quarter action plan and company scorecard— achieving significant improvement in 6 out of 11 Key Performance Indicators with the first 6 months
- Crafted baseline Voice of the Customer research design and established Net Promoter Score as a new KPI, leading to prioritization of several customer experience improvement initiatives and changes to brand positioning
- Developed and managed an approach to capture strategic opportunities, evaluate and prioritize through an innovation lifecycle approach which resulted in \$1.2M impact on bottom line between cost savings & new revenues

[IPSOS Loyalty](#)

September 2014 to August 2016

Vice President, Financial Services

Led seasoned team of insights professionals to help clients achieve customer experience and loyalty goals.

- Ensured the overall health of clients: Visa, Wells Fargo, Fidelity – 100% retention, 9.2 CSM rating
- Provide consultative support on research design for winning proposals and actionable strategic insights – established relationships with 3 new logos (Zurich, World Fuel, New York Life) and 2 new divisions within existing clients
- Responsible for building and managing a profitable portfolio of clients growing revenues from \$1.9M to \$2.7M in first year in the position

DEFENDERS (ADT Home Security National Dealer Network)**June 2011 to July 2014****Director, Market Insights & Strategy**

Established a center of excellence in consumer insight, market research and competitive intelligence.

- Built ongoing customer feedback system, institutionalizing Net Promoter Score as our key customer KPI, driving a 2X increase in 2 years – exceeding our visionary goal and creating an additional \$30M revenue/cost savings
- Served as executive leader of cross-functional CX team charged with creating customers for life by advocating for customer friendly business processes and designing systems to assure delivery of our brand attributes
- Brought the Voice of the Customer to life in our CEO's Business Development team responsible for researching, assessing, and building testing plans for new business opportunities – leading to the launch of a new business unit

RADIUS GLOBAL MARKET RESEARCH (formerly DATA DEVELOPMENT WORLDWIDE)**2008-2011****Vice President**

Leveraged market knowledge and experience to help clients use research insights to drive better business decisions.

- Achieved 10x year-over-year topline growth, establishing sustainable business proposition
- Secured new relationships with several key Fortune 500 accounts (e.g. W.L. Gore, Johnson Bank, H.J. Heinz)
- Delivered customer experience insights that informed signature touchpoint design for Schwan's Home Delivery which drove an 11% increase in order frequency and a 16% increase in order value

IPSOS (formerly SYMMETRICS/SYNOVATE CUSTOMER EXPERIENCE)**2004-2008****Assistant Vice President, Business Development & Marketing**

Developed and executed strategies for attracting and serving clients to drive customer experience and loyalty improvements.

- Drove growth of client base by 10% in North American region (\$78.8M for CE annual revenue)
- Developed new offerings to broaden reach and appeal within SMB/developing countries markets
- Maintained \$5M revenue through client satisfaction, retention and relationship expansion (Whirlpool, NCL)

WALKER INFORMATION**1997-2004****Director, Client Services**

Designed research programs to meet the information needs of clients related to customer loyalty and retention strategies.

- Drove process improvement improving realization efficiency by 20% and reducing error rate
- Managed key accounts representing approximately 25% of total firm revenues (Cisco Systems, Nike, Honda, Amex)
- Recognized by company as "Core Team of the Year" for superior client satisfaction

EDUCATION, CERTIFICATIONS, COMMUNITY INVOLVEMENT

Education

- Master of Business Administration, Falls School of Business, Anderson University, 2002
- Bachelor of Arts, Ball State University, Majors: Marketing, International Business, French, 1997

Certification and Awards

- Certified Customer Experience Professional (CCXP), 2014 to present, CX Expert 2015 to present
- Certified Direct Marketer, The DMA, 2013 to present
- Butler University, Strategic Leadership Consortium, 2013
- Indy's Best and Brightest, Manufacturing, Retail and Services, 2012/2013 Finalist
- Stanley K. Lacy Leadership Series Class XXVIII, 2004
- United Way, Executive Women's Leadership Program, 1999

Community Involvement

- Big Brothers Big Sisters of Central Indiana, board member 2012 to present
- Rotary Club of Fishers Indiana, member since 1999 and past president
- United Way of Central Indiana, Tocqueville Society member and mentor 2015-present
- Legacy Fund of Central Indiana, grants committee member, 2015-present

Bingle Research Group

Frederick J. Bingle

4721 N. Pennsylvania St., Indianapolis IN 46205

(T) 317-927-7004 (M) 317-696-6394 (E) fbingle@binglerg.com

Professional Summary

Results-oriented, strategic-thinking marketing research and database professional. Uses marketing research, brand positioning, market and competitive intelligence and consumer insights to build company's and clients' businesses. Extensive expertise in all areas of marketing research plan development, analysis and evaluation of programs and communication tools with significant experience in consumer research. Specific expertise in developing brands and positionings, providing insights into consumer behaviors and influential messages and identifying and advising on new business and communication opportunities.

Skill Highlights

- 30+ years of market research and marketing experience with corporations, ad agencies and research firms
- Extensive experience with consumer marketing research
- Analytical skills and strategic thinking
- Proven ability to conduct in-depth research and analyze relevant customer and market intelligence to identify market opportunities and develop business recommendations based on the findings
- Utilize market and consumer insights to develop actionable communication messages and marketing tactics
- Branding and positioning
- Evaluating effectiveness of marketing/advertising programs and communication tools
- Developing strong working relationships with management and other groups
- Developing new business proposals and market analyzes
- Experience using databases to identify and qualify business or gift prospects

Career Accomplishments

- Founded and successfully managed marketing research consulting firm
- Managed and implemented research and developed consumer insights for several consumer companies, including Kimberly Clark, O.M. Scotts, S.C. Johnson, Dow Brands, Kroger and Holiday Inn.
- Responsible for new business for financial services firm. Used financial databases and public information to identify, evaluating and qualifying the best prospects.
- Developed program for qualitative focus groups on the women's healthcare and OB market for several hospitals
- Designed and managed research program for Hoosier Lottery leading to development of marketing and advertising strategies
- Designed and managed research program that led to successful new advertising campaign for Cardinal Health System
- Helped ad agency secure Indiana smoking prevention (ITPC) account through extensive market and policy research in Indiana and other states. Then, designed and implemented research program to identify communication opportunities and evaluate the impact of the successful campaign
- Developed advertising effectiveness evaluation program that can identify impact of the overall campaign and the various communication tools
- Helped ad agency obtain new accounts through use of market and competitive research, in-depth personal branding interviews, consumer insights and strategy recommendations
- Conducted in-depth personal interviews, analyzed, reported and presented international branding and positioning study for cellphone distributor

Professional Experience

06/1999 - Present

Bingle Research Group, Inc. Indianapolis, IN

President

Founded and successfully managed marketing research consulting firm.

- Accountable for business development, profitability, client interaction and satisfaction, design, set-up and implementation of studies, and reporting and presentation of findings and strategic implications
- Organized and managed the implementation of Patient Satisfaction program at St. Vincent Health
- Worked for one year in marketing department at St. Vincent Health on Occupational Health, St. Vincent Carmel and Physicians Network
- Developed and conducted annual market and advertising evaluation study for community hospital that led to improved brand image in the market
- Designed and managed research program that led to successful new advertising campaign for Cardinal Health System
- Conducted employee focus groups for Roche's Accu-Chek Customer Care that resulted in new employee programs and improved work environment and employee morale
- Developed and conducted donor research program for blood center client that included client/donor profiling, geographical and psychological segmentation and qualitative focus groups and in-depth interviews. This program resulted in new marketing and communication strategies and increased donors

10/2010 – 10/2013

Benefit Solutions, Indianapolis, IN

Registered Representative

Responsible for developing and implementing retirement plans for both companies and individuals. Design and manage employer-sponsored retirement plans and 401k's. Work with individuals to plan for their financial future through proactive, personal attention. Licensed life and health insurance and Series 6 and 63 agent.

06/2008 - 08/2010

Beltrame Leffler Advertising, Indianapolis, IN

Director of Research & Strategy

Developed and managed all aspects of market research and marketing strategy needs of clients including design, analysis, report preparation and presentations to management.

- Developed and implemented Brand Machine, a comprehensive, branding process that created new business for the agency. This process involves personal in-depth interviews with management, customers and prospects
- Utilized market, customer, prospect and management information to develop branding and new product marketing program for health benefits company
- Conducted branding studies resulting in differentiated positionings/messages for several clients
- Developed and implemented marketing initiatives for agency and clients

06/1994 - 07/1999

Strategic Marketing & Research, Inc. Indianapolis, IN

Consultant

Consulted and conducted marketing research for clients in diverse industries that increased market penetration, sales and profitability.

- Designed, implemented, analyzed and reported on multiple city market study for food store chain which included customer profiling and segmentation, and led to a new branding strategy for the company
- Implemented a multi-year research study of communications for Indiana State Department of Health on Teen Sexual Abstinence program in Indiana that led to decrease in sexual activity among teens

01/1988 - 06/1994

MZD Advertising Indianapolis, IN

Vice President, Director, MARKETSearch

Generated and managed all marketing research studies for clients and secondary data searches to profile new businesses and their markets.

- Designed and conducted research for agency that helped win the Hoosier Lottery account and successfully launch the Lottery in Indiana
- Researched and developed all market and competitive intelligence and market trends overviews for inclusion in RFPs/proposals

06/1983 - 11/1988

Walker Information Indianapolis, IN

Senior Account Executive

Managed and grew consumer goods and retail clients in Midwest area.

- Conducted national and market-specific research for Fortune 500 companies
- Planned and implemented new product evaluation programs for several clients

02/1978 - 05/1983

The Scotts Company

Associate Marketing Research Manager

09/1976 – 02/1978

Kimberly Clark Corporation

Marketing Research Analyst

07/1973 – 09/1976

National Family Opinion

Project Manager/Service Representative

Education

1973	The Ohio State University M.B.A.	Marketing
1970	University of Notre Dame	Marketing

Professional Affiliations

American Marketing Association	Notre Dame Club of Indianapolis
--------------------------------	---------------------------------

Transform Consulting Group

Amanda Lopez, Transform Consulting Group

144 S. Wabash St., Wabash, IN, 46992 | (317) 324-4070 ext. 800 |
a.lopez@transformconsultinggroup.com

Summary

Amanda Lopez is President at Transform Consulting Group—a woman-owned, strategic, and data-driven consulting firm focused on serving nonprofits, education, government, & communities. She provides the strategic direction for the company and leadership on client projects.

Consulting Services/Experiences

Board Governance

- Provided in-depth Board Governance capacity building, including training; development of tools, policies, and procedures; strategic recruitment of new Board members; and ongoing support.
- Consulted with both charter schools' and nonprofit organizations' Boards of Directors.

Fund Development

- Written concise, clear, and persuasive grant proposals to leverage funding opportunities at the federal, state, and local levels.
- Created fund development plans for organizations to increase and diversify revenue.
- Provided numerous trainings to organizations on fundraising and grant writing.

Program Development and Management

- Developed new programs and written curriculum for literacy and college/career readiness.
- Developed and implemented state-funded programs.
- Managed state advisory committees: Governor-appointed Indiana Early Learning Advisory Committee (ELAC) and Healthy Families Indiana Think Tank.
- Managed new start-up programs and projects for clients.
- Managed grant review, selection, and procurement processes for various funders.

Program Assessment and Evaluation

- Worked with organizations to evaluate their program through the development of evaluation plans and continuous quality improvement process to accelerate impact.
- Written summary program assessment and evaluation reports and presentations.
- Provided trainings to organizations on evaluation, continuous quality improvement, and impact for their staff.

Strategic Planning

- Facilitated the strategic planning process for nonprofit organizations' and community coalitions' annual and multi-year strategic plans.
- Completed comprehensive needs assessments and environmental scans to support the development of strategic plans.
- Composed user-friendly strategic plans for clients.

Margaret Smith, Transform Consulting Group

144 S. Wabash St., Wabash, IN, 46992 | (317) 324-4070 |
m.smith@transformconsultinggroup.com

Summary

Margaret Smith is a Project Consultant at Transform Consulting Group—a woman-owned, strategic, and data-driven consulting firm focused on serving nonprofits, education, government, & communities.

Consulting Services/Experiences

Evaluation

- Worked with organizations to evaluate their program through the development and implementation of evaluation plans.
- Facilitated focus groups and thematically analyzed qualitative data.
- Act as a local evaluator for 21st Century Community Learning Centers (CCLC); create and implement data management plan, conduct site observations, collect and analyze data.
- Written summary program assessment evaluation reports and presentations.
- Used data and evaluation results to inform programmatic recommendations and decisions.

Fundraising Strategies

- Researched funders and grant opportunities for a variety of youth-serving programs and nonprofit organizations.
- Wrote letters of intent and full grant applications on behalf of several nonprofit organizations.
- Worked with a youth-serving organization to develop a grant management tracking process to monitor the status of grant prospects and submissions.

Program Development

- Developed curriculum materials for a college preparation and leadership program.
- Developed program procedures, documents and curriculum for child sexual abuse prevention programming.

Project Management

- Provide project management support for: Governor-appointed Indiana's Early Learning Advisory Committee (ELAC) and Healthy Families Indiana Think Tank.
- Provide administrative support to committees and workgroups by scheduling and facilitating meetings.
- Create project documents including meeting agendas and summaries, logic models, and Gantt project management charts.

Employers

Transform Consulting Group, Project Consultant
April 2018-Present

Indiana University School of Dentistry, Masters Level Practicum
August 2017-May 2018

Chaucie's Place, Prevention and Education Specialist
August 2017-April 2018

Project Home Indy, Intern/Resident Advisor
January 2017-August 2017

Cummins Behavioral Health Services Inc., Life Skills Specialist
January 2015-May 2017

YMCA of Greater Indianapolis, Counselor/Assistant Site Director/Site Director
May 2012-December 2014

Education

Indiana University, May 2018
Master of Social Work, Concentration: Community & Organizational Leadership

Marian University, December 2014
Bachelor of Arts in Psychology, *Cum Laude*