

Allen Bukoff, PhD

Research and Statistics Resume

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I offer a rare combination of analytic and creative skills in research design and statistical analysis. The foundation of my analytic and statistical skills comes from my graduate research training in Social Psychology. I expanded my research foundation and experience with five years of epidemiological research in an urban medical school. In 1989 I took my left-brained research skills and my right-brained creative talents and embarked on a career in advertising. In advertising I continued to expand my research skills by mastering a wide variety of qualitative and exploratory research methods. In 1995, I began a successful consulting practice that offers my extensive research expertise as one of my core consulting services. My unique research background and my right-brained creative talents help me deliver more powerful research findings—by asking new and better questions and by digging deeper with a wider variety of statistical analyses—than you can get from research companies versed only in marketing research.

PROFESSIONAL EXPERIENCE IN RESEARCH AND STATISTICAL ANALYSIS

- 8/95 - Present** **AllenBukoff.com, President.** A full-time international consulting practice helping advertising and media agencies and major marketers use creative research and analysis to uncover insights about markets, brands, consumers and media.
- 7/04 - 3/08 **Consulting Statistician, Initiative Media (Interpublic Group).** Conducted advanced statistical analyses on 25 different research projects involving more than 12 major clients using original and syndicated consumer and media research.
- 12/03 - 4/07 **Director of Research, Autoextremist.com.** Designed and analyzed original research on the automotive industry for auto industry clients and the audience of a major auto industry website.
- 3/98 - 7/03 **Consultant, Global Pulse Coordinator, McCann WorldGroup.** Launched and managed an internet-based global consumer research network helping more than 100 offices in 77 countries identify and deploy consumer insights and ideas on a local, regional, and global scale.
- 9/95 - 2/98 **Strategy Development Consultant, D'Arcy Masius Benton & Bowles Worldwide.** Trained more than 500 people in 20 countries in DMB&Bs advertising strategy development process.
- 6/89 - 8/95** **D'Arcy Masius Benton & Bowles** (now part of Leo Burnett)
- 5/94 - 8/95 **Vice President.** Divided time between two offices serving as both **Associate Director of Strategy Planning**, New York, and **Creative Catalyst at Large**, Michigan.
- 6/89 – 5/94 **Group Research Supervisor.** Designed and conducted marketing and consumer research.
- 5/85 - 6/89** **Wayne State University School of Medicine, Detroit, Michigan.**
- Research Associate,** Conducted original epidemiological research on refugee health, gun control, and interpersonal violence in the City of Detroit. Collaborated on research projects with U.S. Centers for Disease Control.

EDUCATION

- 8/84 **Ph.D., Psychology.** Kent State University, Kent, Ohio.
5/76 **M.A., Psychology.** Kent State University, Kent, Ohio.
5/73 **B.S., Psychology.** University of Iowa, Iowa City, Iowa.

Research strengths. <ul style="list-style-type: none">● Surveys & public opinion polls● Analyzing consumer values attitudes, behaviors & media usage● Perceptual maps● Consumer & brand segmentations● Online consumer research● Syndicated data analysis● Bridging custom & syndicated research● Analyzing verbal & text data● Focus groups & idea-generation● Qualitative research & exploration● Blending quant and qual research	Statistical techniques. Creative and fluent with a broad range of quantitative statistical techniques including: <ul style="list-style-type: none">● Descriptive statistics for all kinds of data/distributions● Survey statistics (including confidence intervals for frequency data)● Correlation & Multiple Regression (linear & logistic)● ANOVA/MANOVA● Factor Analysis● Cluster Analysis● Discriminant analysis.● Conjoint analysis.● Correspondence analysis and other techniques for analyzing categorical data	Statistical software. <ul style="list-style-type: none">● SPSS.● Experience with SAS.● Teaching myself R.● Additional experience with a wide variety of other statistical packages. Database expertise. Just getting the data in a usable form is often half the battle—and its own creative challenge. I am fluent in database building, transforming, merging, and bridging.
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Notable Accomplishments. Helped the world's largest ad agency create and run an internet-based global consumer research network using a creative blend of quantitative and qualitative techniques—credited as being one of the secrets behind winning the title of world's best global ad agency. Have authored and co-authored research reports in a variety of academic journals including the *Journal of Social Psychology*, *Journal of Personality and Social Psychology*, *Environmental Psychology and Nonverbal Behavior*, *International Migration Review* and *American Journal of Public Health*. Pioneered method for linking external survey data and client consumer segmentation to major syndicated consumer databases. Invented the Assaultive Violence Index—used to study the epidemiology of violence in Detroit and other cities. One of the earliest promoters of using online research in advertising and marketing. Consistently praised by clients and other researchers for the value and creativity of my research.

more information at allenbukoff.com/info