

David Schleifer, PhD

davidschleifer.com • 917-362-6809 • david.schleifer@gmail.com

Skills: Public opinion and stakeholder opinion research including survey design, focus groups and in-depth interviewing. Telling stories with qualitative and quantitative data. Writing and public speaking.

Expertise: Health care, education, civic engagement, science policy and food policy.

Public Agenda

Director of Research, 2016 – current; Vice President since January 2018

- Managing a team of four researchers, managing multiple projects across departments, working with organizational leadership, collaborating with external partners and contracting with vendors.
- Designing and executing surveys, focus groups and in-depth interviews with the general public and stakeholders including elected officials, experts and other leaders.
- Authoring public-facing reports and participating in communications and dissemination including speaking engagements, media interviews and social media.
- Pursuing funding from foundations for research across a range of issue areas.

Public Agenda

Senior Research Associate, 2012-2016

- Designed and executed surveys, focus groups and in-depth interviews with the general public and stakeholders including elected officials, experts and other leaders.
- Authored public-facing reports and participated in communications and dissemination including speaking engagements, media interviews and social media.
- Successfully pursued funding from foundations for research across a range of issue areas.

Columbia University, Center on Medicine as a Profession

Associate Research Scholar, 2010–2012

- Designed and executed qualitative research about public attitudes towards overuse of medical technologies.
- Worked with a team to build a dataset tracking pharmaceutical companies' charitable donations.

Circa Jewelry

Research Consultant, 2010

- Collaborated with an economist to analyze the politics and environmental impact of mining.
- Reported research findings directly to CEO and senior marketing staff.

New York City Department of Health

Research Consultant, 2007

- Investigated how small businesses complied with New York City's trans fats ban.
- Interviewed businesspeople about technical and financial challenges produced by city health policy.

The Hunger Project

Policy Research Assistant, 2006

- Produced background briefs on short deadlines for an international anti-poverty organization.
- Briefed senior staff on a broad range of topics including gender inequality, farm labor, HIV and agriculture.

PhD, Sociology, New York University, 2010 and BA, Sociology, Wesleyan University, 1998

Doctoral Dissertation: "How Trans Fats Entered and Exited the American Food System"

Identified, recruited and interviewed scientists, industry professionals and other stakeholders. Analyzed policy documents and interview data. Told the story of complex technological change in the food industry.

Selected Recent Publications:

[Still Searching: How People Use Health Care Price Information in the United States](#), 2017

[Why Let the People Decide? Elected Officials on Participatory Budgeting](#), 2016

[What's the Payoff? Americans Consider Problems and Promises of Higher Education](#), 2016

[A Difficult Balance Trustees Speak About the Challenges Facing Comprehensive Universities](#), 2015

[How Much Will It Cost? How Americans Use Prices in Health Care](#), 2015