

David Schleifer, PhD

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SKILLS:

- Consumer research including designing surveys, moderating focus groups, and conducting in-depth interviews.
- Analyzing qualitative and quantitative data for insights into people's behavior, attitudes and needs.
- Managing people, projects and budgets.

EXPERIENCE:

Public Agenda, *Vice President*, January 2018 – current; *Director of Research*, 2016 – current; *Senior Research Associate*, 2013-2016

- Design, execute and manage research such as the first national survey about how people find and use health care price information; qualitative research into how parents experience pediatric care; and surveys about how adults make decisions about attending college.
- Author public-facing reports and communicate findings to a variety of audiences through briefings of policymakers and regulators, speaking engagements, media interviews and social media.
- Manage a team of researchers and coordinate with internal and external partners to execute multiple simultaneous projects across sectors including health care, education and civic engagement.
- Build client relationships and secure funding from foundations and other clients.

Columbia University, Center on Medicine as a Profession, *Associate Research Scholar*, 2010–2012

- Designed and analyzed data from focus groups about people's attitudes toward overuse of health care.
- Worked with a team to build a dataset tracking pharmaceutical companies' philanthropic donations.

Circa Jewelry, *Research Consultant*, 2010

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

New York City Department of Health and Mental Hygiene, *Research Consultant*, 2007

- Investigated compliance with New York City's trans fats ban.
- Conducted in-depth interviews of small business owners to inform city regulators about the technical and financial challenges of complying with local health policy.

The Hunger Project, *Policy Research Assistant*, 2006

- Produced background briefs on short deadlines for senior organizational leadership.
- Briefed senior leadership on a range of topics including gender inequity, farm labor, HIV and agriculture.

EDUCATION

PhD, Sociology, New York University, 2010

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

- Told a story of complex technological change in the food industry by recruiting and interviewing scientists, activists and industry professionals and by analyzing federal policy documents.

BA, Sociology, Wesleyan University, 1998

SELECTED RECENT PUBLICATIONS:

[A Major Step: What Adults Without Degrees Say About Going \(Back\) to College](#), 2018

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

[Qualities That Matter: Public Perceptions of Quality in Diabetes, Joint Replacement and Maternity Care](#), 2017

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

See davidsschleifer.com for a complete list of reports and other publications.