

## Curriculum Vitae

(last updated 12/08/2022)

### Michael A. Climek

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## Education

### Louisiana State University

Ph.D. Leadership and Human Resource Development (*in-progress & part time*)  
Expected Graduation: December 2024  
*63 out of 90 credits completed*

### Louisiana State University

M.S. Leadership and Human Resource Development, December 2022

### Baruch College, Zicklin School of Business, New York, NY

M.B.A. Dual Major in Marketing & International Business, July 2010

### State University of New York at Oswego

B.S. Sociology, with a minor in Creative Writing, May 2005

## Employment

### Director of Community Sentiment Tracking

#### Louisiana State University Office of Communications & University Relations (Baton Rouge, LA)

November 2022-Current

- Leads the University's efforts to regularly survey key stakeholders including, but not limited to, students, faculty, staff, alumni, donors, parents, local & national industry, legislators, and local community members
- Collects long-term longitudinal data so LSU can identify changes in stakeholder sentiment and proactively work to address issues as they appear in the data
- Conducts focus groups with key stakeholders
- Assists other LSU-System units with designing, fielding, and data collection for mail and online surveys
- Presents results of surveys to key LSU-System players who can effect change based on the data

### Director, Louisiana State University Public Policy Research Lab (Baton Rouge, LA)

January 2022-November 2022

### Operations Manager, Louisiana State University Public Policy Research Lab (Baton Rouge, LA)

July 2011-December 2021

- Lead Researcher on a variety of projects, including (*but not limited to*) the Behavioral Risk Factor Surveillance System Survey (BRFSS) and the Pregnancy Risk Assessment Management System Survey (PRAMS) for several states:
  - Louisiana BRFSS (2011 to 2022)

- Tennessee BRFSS (2014 to 2022)
- U.S. Virgin Islands BRFSS (2021 to 2022)
- District of Columbia BRFSS (2019)
- Tennessee PRAMS (2014 to 2022)
- Florida PRAMS (2022)
- Oversaw all operations in an outbound phone survey call center with 110 data-collection stations and over 160 employees
- Regularly wrote multi-mode surveys for clients to be distributed online, via mail, and via phone
- Analyzed survey data and wrote reports for clients and stakeholders
- Supervised over 50,000 completed phone surveys per year on ongoing projects
- Handled new client acquisition, client & account management, grant writing, and contracting
- Responded to RFP's and developed client proposals, including budgets and timelines, and provided project members with regular updates
- Lead new initiatives to proactively add and expand capabilities such as increased use of mail surveys, in-person interviews, text message surveys, and social media tracking and analysis
- Developed policies, procedures, and training modules to ensure high data quality and professionalism from all employees
- Spearheaded a quick & smooth transition from 100% onsite work in March 2020 to 100% remote work for all data collection employees by May 2020. Designed new trainings and procedures to facilitate the move
- Responsible for invoicing all clients and maintaining yearly operating budget of over \$1,000,000
- Oversaw revenue growth from \$500,000 in 2011 to over \$1,000,000 by 2016
- Managed the phone portion of LSU's contact tracing efforts regarding Covid-19
- Created and managed an inbound call-center to answer LSU Community questions about our COVID-19 response

**Research Project Manager, Ketchum  
(New York, NY)**

May 2010-July 2011

- Managed research projects for national and global brands in a wide variety of industries
- Developed survey questionnaires with an eye towards generating media pick-up in target online and offline outlets
- Assisted in writing press releases and compiling media lists for pitching of survey data
- Lead new business research initiatives briefing teams on key learnings and recommending strategies
- Participated in campaign brainstorms for both current and potential clients
- Conducted a wide variety of secondary research such as consumer segmentation studies, influencer audits, industry trend reports, media analyses and scoring, and competitive media audits
- Gathered and reported on primary research data via on-site event questionnaires, pre- and post-program tracking surveys, and online panel surveys
- Consistently exceeded billable hours goal of 80%
- Performed in-depth long term conversation analyses of social media chatter regarding clients and client competitors
- Designed a variety of online surveys and omnibus questionnaires to meet both internal and external requests
- Prepared research proposals, including budgets, for Ketchum internal teams & agency clients
- Collaborated with practices and specialty teams, to facilitate knowledge-sharing between groups

- Monitored and tracked competitor and client PR performance (incl. media impressions, message delivery, share of voice, and advertising value equivalency)
- Key clients included Kodak, Adecco, Wendy's, Playstation, and Philips

**Freelance Focus Group Moderator, (Self-Employed)  
(New York, NY)**

October 2009-May 2010

- Moderated children's Focus Groups (Ages 6-8, 9-11, and 12-14)
- Moderated adult Focus Groups (Ages 18-35)
- Wrote full in-depth report write ups for client's detailing findings
- In-office presentation to clients
- Excelled at drawing conclusions and telling 'the story' behind the data
- Wrote discussion guides, recruitment screeners, and pre and post group questionnaires
- Specialized in clients in the video game and entertainment industries

**Data Analyst, Unit 7  
(New York, NY)**

December 2009-January 2010

- Conducted data analysis and interpretation on consumer responses to mail surveys and online surveys
- Created PowerPoint presentations for clients to communicate the story behind the data
- Performed data coding and interpretation on large amounts of longitudinal qualitative survey data
- Client specialization in Pharmaceuticals (Plavix), and Energy Providers (Reliant Energy)

**Research Manager, Gameloft  
(New York, NY)**

May 2007-May 2009

**Research Associate, Gameloft  
(New York, NY)**

June 2006-April 2007

**Quality Assurance, Gameloft  
(New York, NY)**

January 2006-May 2006

- Regularly presented both Qualitative and Quantitative Results to Senior Management, typically via in person presentation (in PowerPoint) and provided consultative advice on how to implement results
- Project Manager on 10-12 unique research projects and reports per week on average
- Managed Gameloft's 250K yearly international market research budget
- Led, mentored, and expanded the U.S. Market Research Team (grew from a 1-person team to 5 Research Associates) including delegating all assignments and handling performance appraisals
- Wrote Questionnaires, programmed, designed, and analyzed online surveys for U.S. and International markets
- Regularly moderated Focus Groups (4 to 6 per week for over 3 years.) Typically, Adults Male/Female 18-35, some Kids groups 8-15 (two per month)
- Created schedules, wrote discussion guides, and wrote screeners for all Focus Groups
- Provided strategic recommendations for in-development games on all current gaming platforms
- Researched and recommended potential entertainment licenses for development
- Conducted competitive sales analysis, compiled secondary research, and wrote weekly strategic recommendations on emerging technology and entertainment trends
- Managed longitudinal studies that tracked consumer purchasing and browsing habits through online and mobile game portals

- Led research and provided strategic recommendations for games on all current platforms of the time including Xbox360, PS3, Wii, DS, PSP, mobile, PC, iPod Touch, and iPhone
- Researched and recommended potential entertainment licenses for development
- Developed satellite market research units in the Spain and Japan offices
- Managed vendors and facilitated the research process in several international markets, Asia, Europe, Latin America
- Priced research projects aligned with the company's budget objectives
- Researched and created viral marketing and social networking applications for development

**Motivational Speaker, Foodplay Productions  
(Hatfield, MA)**

August 2005-November 2005

- Performed extensive interactive work with children (Middle School Level) and teachers
- Promoted company's educational performances, videos, and publications at industry trade shows
- Handled daily set-up and take down of props, sets, and audio equipment
- Self-managed tour schedule, script research, and composition

**Major Areas of Research Interest**

Employee Turnover, Student Enrollment & Success, Lifetime Earning Metrics, Consumer Behavior, Public Health, Effective Leadership, Generational Differences, Preventative Medicine, Personality Differences, and the Long-Term Effects Adverse Childhood Experiences

## Publications

### Manuscripts in Refereed Journals:

**Climek, M.**, Henry, R., Jeong, S. (2022). Integrative Literature Review on Employee Turnover Antecedents Across Different Generations: Commonalities and Uniqueness. *European Journal of Training and Development*. Vol. 47 No. 8/8.

Crocco, O., Stojanović, M., Whitley, M., Davis, K., **Climek, M.**, Costello, G., Henry, R., Braud, V., Tepe, A., Bryant, D., & Molleno, C. (2022). Developing Students Who Lead in Their Communities: A Mixed Methods Case Study of Three Municipal-Based Leadership Programs in the United States. *Journal of Leadership Education*, 21(3), 1–15.

Moore, J., Pritchard, R. S., **Climek, M.**, & Armstrong, J. (2019). The Demand for Information Model: An Examination of Malaysia's Crisis Response Strategy Effects on Rumors Following the Disappearance of MH370. *Asia Pacific Public Relations Journal*, 21, 1–28.

Johnson, M., Goidel, K., & **Climek, M.** (2014). The Decline of Daily Newspapers and the Third-Person Effect. *Social Science Quarterly*, 95(5), 1245–1258.

### Ongoing Projects:

**Climek M.**, Crocco, O. Authorship, Fairness, and Ethics. Developing a Standard Authorship Determination Calculator for use in Mixed Methods Research.

### Invited Talks and Lectures:

**Climek, M.** (February 2020). Employee Turnover Antecedents Across Different Generations. Academy of Human Resource Development (AHRD) 2020 Conference. Atlanta GA.

**Climek M.** (August 2014). The Future of Social Media. Public Relations Association of Louisiana monthly meeting. Baton Rouge, LA.

**Climek M.** (November 7<sup>th</sup>, 2012). US Presidential Elections: What Happened Last Night and Why? Presentation to a large group of international students visiting from Nigeria. Louisiana State University, Baton Rouge, LA.

### Refereed Poster Presentation:

**Climek, M.**, Goidel, K., Brou, L., Kromer, M. (May 2013). Does It Really Make a Fracking Difference? American Association for Public Opinion Research (AAPOR) Conference, Boston MA.

Brou, L., **Climek, M.**, Goidel, K. (March 2013). Association Between Adverse Childhood Experiences and Income Level. Behavioral Risk Factor Surveillance System Survey (BRFSS) Conference, Atlanta GA.

## Grants & Projects

DC BRFSS 2019 – DC Dept. of Health. **\$317,040**

Louisiana BRFSS 2022 – Louisiana Dept. of Health. **\$468,500**  
Louisiana BRFSS 2021 – Louisiana Dept. of Health. **\$317,000**  
Louisiana BRFSS 2020 – Louisiana Dept. of Health. **\$285,420**  
Louisiana BRFSS 2019 – Louisiana Dept. of Health. **\$217,140**  
Louisiana BRFSS 2018 – Louisiana Dept. of Health. **\$279,740**  
Louisiana BRFSS 2017 – Louisiana Dept. of Health. **\$284,456**  
Louisiana BRFSS 2016 – Louisiana Dept. of Health. **\$241,222**  
Louisiana BRFSS 2015 – Louisiana Dept. of Health. **\$340,500**  
Louisiana BRFSS 2014 – Louisiana Dept. of Health. **\$328,500**  
Louisiana BRFSS 2013 – Louisiana Dept. of Health. **\$268,140**  
Louisiana BRFSS 2012 – Louisiana Dept. of Health. **\$288,500**  
Louisiana BRFSS 2011 – Louisiana Dept. of Health. **\$240,500**

Tennessee BRFSS 2022 – Tennessee Dept. of Health. **\$395,240**  
Tennessee BRFSS 2021 – Tennessee Dept. of Health. **\$341,240**  
Tennessee BRFSS 2020 – Tennessee Dept. of Health. **\$300,740**  
Tennessee BRFSS 2019 – Tennessee Dept. of Health. **\$336,740**  
Tennessee BRFSS 2018 – Tennessee Dept. of Health. **\$300,740**  
Tennessee BRFSS 2017 – Tennessee Dept. of Health. **\$300,740**  
Tennessee BRFSS 2016 – Tennessee Dept. of Health. **\$300,740**  
Tennessee BRFSS 2015 – Tennessee Dept. of Health. **\$300,740**  
Tennessee BRFSS 2014 – Tennessee Dept. of Health. **\$300,740**

Virgin Islands BRFSS 2022 – USVI Dept. of Health. **\$238,160**  
Virgin Islands BRFSS 2021 – USVI Dept. of Health. **\$175,500**

Florida PRAMS 2022 – Florida Department of Health. **\$60,000**  
Tennessee PRAMS 2014 through 2022 – Tennessee Dept. of Health. **\$350,000**

Resilient Gulf Communities 2022 – RAND Corporation. **\$77,000**  
Resilient Gulf Communities 2019 – RAND Corporation. **\$134,200**  
Resilient Gulf Communities 2016 – RAND Corporation. **\$249,000**

Louisiana Medicaid Recipient Study 2019 – Tulane University - **\$94,900**  
Louisiana Rural Healthcare Study 2016 – Tulane University - **\$37,500**

## Relevant Coursework

Tests and Measurement – Spring 2022  
Statistical Principles 1 (SPSS) – Fall 2021  
Advanced Qualitative Methods in LHRD – Spring 2021  
Applied Research Methods and Analysis – Spring 2021  
Advanced Mixed Methods Research – Fall 2020  
Marketing Research – Summer 2009  
Consumer Behavior – Spring 2009  
Applied Statistical Analysis in Business Decisions – Spring 2008