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Résumé and C.V.

Introduction

I am an applied demographic, analytic and research professional specializing in managing organizational infrastructure and leading exceptional teams. I have expertise in the collection, management, analysis and reporting of business, marketplace and consumer data to deliver insights and drive organizational decision making. I have subject matter expertise in:

- Large-scale multi-mode consumer survey research design and execution
- Applied demographic techniques
- Advanced analytics
- Consumer package goods market information and consumer research
- Political redistricting and Voting Rights Act litigation
- FDA compliance and the Family Smoking Prevention And Tobacco Control Act
- Geographic Information Systems (G.I.S.)
- U.S. Government, Census and other primary / secondary survey research data
- Syndicated data and vendor management (IRI, Nielsen, GfK, ORC Engine, etc.)

My background includes both vendor- and client-side professional experience for over 25 years. Over that time, I have become a passionate scholar of Maxwell (leadership) and Goleman (emotional intelligence) and believe *how* I lead and develop diverse and inclusive teams and organizations is as important as the results I deliver.

Education & Academic Honors

2002 MS, Management and Information Systems - George Washington University

2002 GSA CIO University graduate*

1997 Graduate credit courses taken at University of Nevada at Las Vegas

1996 MUS (Master of Urban Studies) Demography and Statistics core - Portland State University

1996 Oregon Laurels Scholar

1992 BS, History - Portland State University

1987-1988   Undergraduate credit courses taken at Portland OR, Community College

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Granted by the General Services Administration (GSA) and the Federal IT Workforce Committee of the CIO Council.
http://www.gwu.edu/~mastergw/programs/mis/pr.html

Professional Employment History

<u>January 2001-Current: Founder and Principal, Bryan GeoDemographics</u>

I founded Bryan GeoDemographics (BGD) in 2001 as a demographic and analytic consultancy to meet the expanding demand for advanced analytic expertise in applied demographic research and analysis. Since then, my consultancy has broadened to include litigation support, political redistricting, school redistricting, and municipal infrastructure initiatives. Since 2001, BGD has undertaken over 150 such engagements in three broad areas: 1) political redistricting, 2) applied demographic studies, and 3) school redistricting and municipal Infrastructure.

<u>June 2019-May 2020: Swedish Match North America / Managing Director: Marketing Research and Analytics</u>

Responsibilities: directed the development and execution of adult consumer research and enhancement of the business intelligence (BI) function. Reported directly to Sr. Leadership, objectives were to build an Analytic and Research Center of Excellence to develop analytic and leadership talent within the organization and to create rigorous and repeatable processes and drive the development and success of reduced-harm alternatives to cigarettes.

<u>December 2012-February 2019: Altria Center of Excellence / Director: Population Modeling, Consumer Tracking and Analytics</u>

Responsibilities: directed the adult consumer research and advanced analytic function for both the Altria OpCos (PMUSA, USSTC and NuMark) and Regulatory Affairs and the Food and Drug Administration (RA/FDA) engagements.

OpCo engagement included managing adult consumer tracking infrastructure to deliver timely and accurate reads of adult consumer behavior in the marketplace; and marketing science and survey research design and advanced analytic support across Altria's marketing function.

RA/FDA engagement included acquiring and managing health data, the development and execution of population modeling infrastructure to evaluate the health impacts of introducing reduced-harm tobacco products, and the development of postmarket surveillance tools to measure the performance of reduced-harm tobacco products in the marketplace.

- Internal clients: Altria's Executive Leadership Team; Legal (provided litigation support); HR (drawing upon my diversity and inclusion expertise); Business Analysis and Research; Investor Relations and External Affairs; Brand, Strategy & Business Development (to support Merger & Acquisition activity); and Forecasting & Business Analysis (drawing upon my advanced analytic expertise).

- Management responsibilities: Ongoing management of five-member staff of senior analysts / managers and two offshore KPO analytic and research teams (11 FTE total).

- Connecting Altria with external expertise as needed, based upon my peer network of academic researchers.

<u>May 2011-November 2012: Microsoft / Senior Manager: Central Marketing Group MS Office</u>

Responsibilities: managed the global market research of consumers and small- to mid-market businesses for Microsoft Office 365 release. Notable accomplishments:

- O365 Feature and Functionality Testing: Managed all aspects (including budgeting, contract negotiation, research execution and reporting) of online research and subsequent Kano analysis among O365 target audiences. Research results were used to identify which O365 features and functionality would be used throughout the subsequent value proposition work and featured in the O365 media campaign.

- Office Impact Tracker (OIT): Managed all aspects of the biannual Office tracker covering four key objectives: 1) assessing the current state of the Microsoft Office business; 2) measuring multiple device ownership; 3) interpreting productivity tasks and usage scenarios on devices; and 4) gauging [measuring] the size of the consumer and small business markets. Research was successfully executed on time and under budget in the US, France, Germany and Brazil.

- SMB Segmentation: Managed the design and execution of a latent class segmentation to identify the major firmographic, attitudinal and behavioral differences across SMB. Managed additional qualitative research to develop personas for each segment. Resulting model now serves as the foundation for other current and future SMB research at Microsoft and is currently used as the targeting vehicle for upcoming Microsoft campaigns. This research was executed on time and under budget in the US, Germany, Korea, India and Brazil.

<u>May 2005-May 2011: Altria / Manager of Market Information and Consumer Research</u>
Responsibilities: developed and enhanced advanced consumer research and business analytics. Oversee Information Management and Forecasting / Business Analysis groups. Notable accomplishments:
- Managed one of the nation's largest and most complex (multi-audience / multi-mode) adult CPG tracking surveys – including contracting a multi-year, multi-million dollar agreement for continued service delivery.
- Developed marketing science models to leverage product concept purchase interest scores into post-launch share-of-category forecasts.
- Authored Altria's organizational consumer research supplier management handbook.
- Developed advanced analytics and numerous predictive models in support of the OpCos.

<u>April 2003-May 2005 Third Wave Research / Director: Population Research</u>
Responsibilities: managed corporate G.I.S., developed demographic and business data, managed customer accounts and implemented statistical software development standards. Performed B-2-B and B-2-C customer analyses that integrated primary survey and research data with consumer household and business databases, US Census data, and other secondary data sources. Experience with large databases, sampling and processing of survey research data. Notable accomplishments:

- Built a nationwide census block-group level population estimate & forecast system, used for integrated targeted marketing.
- Built improved methods for estimating the small-area market potential of hospitals using the Nationwide Inpatient Sample (part of the Healthcare Cost and Utilization Project / HCUP).
- Built the first National Basketball Association season ticket holder customer segmentation.

January 2001- April 2003 ESRI Business Information Solutions / Demographer
Responsibilities included demographic data management, small-area population forecasting, IS management and software product and specification development. Additional responsibilities included developing GIS-based models of business and population forecasting, and analysis of emerging technology and R&D / testing of new GIS and geostatistical software.

May 1998-January 2001 U.S. Census Bureau / Statistician
Responsibilities: developed and refined small area population and housing unit estimates and innovative statistical error measurement techniques, such as Loss Functions and MAPE-R.

BryanGeoDemographics Consultancy
The core of the BGD consultancy has been a collaboration with Dr. Peter Morrison in political redistricting litigation, particularly on Voting Rights Act and citizenship-related cases. Engagements include:

Redistricting
- 2019: Louisiana Department of Justice, Office of the Attorney General. Provided demographic litigation support and data quality control for defendant's demographic expert (through Morrison & Associates) in *Johnson v. Ardoin,* United States District Court. (access at: https://www.brennancenter.org/sites/default/files/2019-10/2019-10-16-Johnson%20v_%20Ardoin-132-Brief%20in%20Opposition%20to%20MTS.pdf)

- 2019: Constructed and managed database, formation of districts, and mapping for client instituting a new single-member district election system (through Morrison & Associates) for the Pasco, WA School District.

- 2019: Provided demographic litigation support and data quality control for defendant's demographic expert (through Morrison & Associates) in *Suresh Kumar v. Frisco Independent School District et al*., United States District Court.

- 2019: Retained by the City of Frisco (TX) to provide demographic assessment of the City's potential liability regarding a potential Section 2 Voting Rights challenge.

- 2019: Provided demographic litigation support and data quality control for defendant's demographic expert (through Morrison & Associates) in *Vaughan v. Lewisville Independent School District et al.*, United States District Court.

- 2019: Provided demographic litigation support of defendant's demographic expert (through Morrison & Associates) in *Holloway, et al. v. City of Virginia Beach,* United States District Court, Eastern District of Virginia.

- 2018: Retained by defendants to provide a critical analysis of plaintiffs demographic and environmental justice analysis in the U.S. District Court case of Flores, Rene Flores, Maria Magdalena Hernandez, Magali Roman, Make the Road New York, and New York Communities for Change, Plaintiffs, v. TOWN OF ISLIP, Islip Town Board, Suffolk County Board of Elections, Defendants. Analysis revealed numerous flaws in both the demographic analysis as well as the tenets of their environmental justice argument, which were upheld by the court.
  (access at: https://nyelectionsnews.wordpress.com/2018/06/20/islip-faces-section-2-voting-rights-act-challenge/)

- 2018: Performed demographic studies (through Morrison and Associates) to inform the City of Kirkland, WA governing board's deliberations on whether to change from at-large to single-member district elections following enactment of the Washington Voting Rights Act. Analyses included gauging the voting strength of the City's Asian voters and forming an illustrative district concentrating Asians; and compared minority population concentration in pre- and post-annexation city territory.

- 2018: Created an initial "concept plan" that would preserve minority concentrations while respecting incumbency in Tacoma WA Public Schools. Client will use this plan as a point of departure for negotiating final boundaries among incumbent elected officials.

- 2018: Prepared a "starter" district that preserves Hispanics' concentration in City of Mount Vernon, Washington. Client intends to work with elected officials and community to agree upon the boundaries of six other districts to establish a proposed new seven-district single-member district plan.

- 2017: Provided litigation support (through Morrison & Associates) of defendant's testifying demographic expert. Executed geospatial analysis to identify concentrations of Hispanic and Black CVAP on behalf of Santa Monica, CA. Current status: Defendants have appealed judge's ruling.

- 2017: Deposed and provided expert testimony on the Dallas County Commissioner redistricting plan case.

- 2016: Consulted (through Morrison & Associates) by The Equal Voting Rights Institute to evaluate the Dallas County Commissioner redistricting plan. The focus of my evaluation was twofold: (1) assess the failure of the Enacted Plan (EP) to meet established legal standards and its disregard of traditional redistricting criteria; (2) the possibility of drawing an alternative Remedial Plan (RP) that did meet established legal standards and balance traditional redistricting criteria.

- 2017: Consulted (through Morrison & Associates) in defense of Jones County, NC to resolve claims of discriminatory at-large voting system affecting African Americans.

- 2016: Consulted (through Morrison & Associates) in defense of Coppell Independent School District (Dallas County, TX) to resolve claims of discriminatory at-large voting system affecting Asian Americans. Used the 2009-2013 ACS to generate block-level estimates of Asian CVAP.

- 2016: Advised Maricopa County officials and lead counsel (through Morrison & Associates) on remediation for primary polling place closures in preparation for 2016 elections in defense against the DOJ's Civil Rights Voting Section. (access at: https://arizonadailyindependent.com/2016/04/05/doj-wants-information-on-maricopa-county-election-day-disaster/).

- 2016: Consulted (through Morrison & Associates) on forming another new subsequent redistricting plan using 2010-2014 ACS CVAP data for city council review and successful adoption in defense of the City of Pasco, WA against the ACLU.

- 2015: Consulted (through Morrison & Associates) to perform a critical review of Florida state senate redistricting plan using 2013 5-year ACS CVAP data. Designed alternative configurations to inform state senate decisions. (access at: http://www.miamiherald.com/news/politics-government/state-politics/article47576450.html

- 2015: Advised Lead Counsel on drafting of his Brief and presentation to the U.S. Supreme Court in *Evenwel v. Abbott.* Focus of consulting: strengths and limitations of American Community Survey in measuring citizenship. Coauthored SCOTUS Amicus *Brief of Demographers.*

- 2015: Consulted (through Morrison & Associates) in defense Carrolton-Farmers Branch Independent School District (Dallas County, TX) to resolve claims of discriminatory at-large voting system affecting Hispanics. Used 2009-2013 5-year ACS data to generate small-area estimates of minority citizen voting age populations.

- 2015: Consulted (through Morrison & Associates) on forming new redistricting plan for city council review and successful adoption. City of Pasco, WA.

- 2015: Consulted (through Morrison & Associates) on extensive public outreach and review of alternative potential redistricting plans for City of Waterbury, CT. Public Commission considered alternatives and recommended our plan, which the City adopted.

- 2014-15: Consulted (through Morrison & Associates) on defense of existing city council election system in use by Quitman County, MS.

- 2014-15: Consulted (through Morrison & Associates) on defense of City Council redistricting plan enacted by City of Yakima, WA. Testimony later used to support the U.S. Supreme Court

in *Evenwel v. Abbott* Amicus *Brief of the City of Yakima, Washington* (access at: http://www.scotusblog.com/wp-content/uploads/2015/08/14-940-tsac-Yakima-WA.pdf)

- 2014-ongoing: Consulted (through Morrison & Associates) on challenge to forthcoming Texas County Commissioner Redistricting plan.

- 2014: Consulted (through Morrison & Associates) on an evaluation of modifying an existing at-large county commissioner election system in use by Gulf County, FL.

- 2012-2015: Consulted (through Morrison & Associates) on defense of existing at-large city council election system in use by Gainesville, GA.

- 2012-14: Consulted (through Morrison & Associates) on defense of County Commissioner redistricting plan enacted by Orange County, FL. Ruling favored defendant.

- 2012-: Confidential. Consulted (through Morrison & Associates) to support plan evaluation, litigation, and outreach to city and elected officials (1990s - mid-2000s). Executed first statistical analysis of the American Community Survey to determine probabilities of minority-majority populations in split statistical/administrative units of geography, as well as the cumulative probabilities of a "false-negative" minority-majority reading among multiple districts (with Morrison & Associates).

- 2011-: Confidential. Consulted (through Morrison & Associates) on behalf of plaintiffs in Committee (Private) vs. State Board of Elections pertaining to citizen voting-age population. Evaluated testimony of defense expert, which included a statistical evaluation of Hispanic estimates based on American Community Survey (ACS) estimates. Analysis discredited the defendant's expert's analysis and interpretation of the ACS.

Applied Demography Studies

In addition to political redistricting cases, BGD has provided demographic and analytic expertise across a broad array of issues, oftentimes creating pivotal evidence that has been decisive in legal cases and analytics that were core to the success of clients. Examples include:

- 2018-2019: Client Confidential. Leveraged the National Survey of Drug Use and Health (NSDUH) to develop a comprehensive analysis of opioid use, misuse, dependence, abuse and opioid use disorder (OUD). Analytics included prevalence analysis, demographic profiles, insurance and treatment trends, comorbidities, other drug use, dependence and abuse covariates. This analysis culminated in what is believed to be the only long-term forecast of opioid misuse, dependence, abuse and OUD by age, race and sex, marital status, educational attainment and income for the United States.

- 2016-ongoing: Consulted (through Morrison & Associates) in defense against a US Department of Justice housing discrimination complaint against Oyster Bay, New York. Leveraged 9 years of the ACS PUMS data measure local demographic makeup and gross migration patterns by age and race. Findings refuted plaintiffs' claim that housing practices

were discriminatory. (Access at: http://oysterbayguardian.com/stories/Town-accused-of-housing-discrimination,145)

- 2016: Consulted (through Morrison & Associates) in defense class action claim against Shorter University (Georgia) in Bishop, et al. v. Shorter University, Inc. Estimated the citizenship/state of residence of the proposed class members using 2008-2014 ACS PUMS data. Findings contributed to partial dismissal of the case. (access at: http://www.lexislegalnews.com/articles/10983/university-awarded-attorney-fees-for-discovery-disputes-in-stolen-records-suit)

- 2016: Consulted (through Morrison & Associates) in defense of class action claim against consumer product manufacturer. Used ACS PUMS data to compute gross annual out-migration flows from Illinois. Data were used to calibrate demographic accounting model that tracks movement over time of victim cohorts for whom legal redress is sought.

- 2013 - Used the 2008-2012 ACS and Census 2000 PUMS data to estimate Persons >/< 18 in HH by number of bedrooms (with Morrison & Associates) in support of housing discrimination litigation sought in Florida.

- 2012 - Generated a time-series of ACS Citizen Voting Age Population estimates by race and ethnicity from 2005-2010 ACS to assess the impact of a State of Wisconsin proposed rule requiring driver licenses to verify voters' current addresses (with Morrison & Associates).

- 2011 - Commissioned by ESRI as member of expert team to conduct 1st-ever evaluation of small-area private-party population estimates to produce "Vendor Accuracy Study Population and Household Estimates vs. 2010 Census". Built databases containing five vendors across >200,000 units of geography and executed 4 summary error calculations for each to provide to succeeded experts for analysis and interpretation (with David A. Swanson, Jeff Tayman and Jerome McKibben).

- 2008 - Commissioned as expert to provide demographic analytic support in defense of putative class-action lawsuit against DuPont alleging PFOA's and other chemicals were released by Teflon products during cooking. Used Consumer Expenditure Survey, Current Population Survey, and U.S. Census PUMS data to produce model showing how interstate migration diluted the class over the 10-year class period plaintiffs sought (with Morrison & Associates). Result: class successfully de-certified (access summary at: http://www.masstortdefense.com/2008/12/articles/federal-court-denies-class-certification-in-teflon-litigation/).

- 2008 – Retained by RAND Corporation as expert to create a Census 2000 Block-Group (BG) level file that re-allocates the "some other race" population to known race-alone and Hispanic categories. File was generated using U.S. Census Bureau's county-level modified age-race-sex (MARS) file, U.S. Census 2000 data and the U.S. Census Bureau's Iterative Proportionate Fitting (IPF) algorithm (with Morrison & Associates).

- 2008 – Commissioned as expert to analyze 2007 US NAICS Manufacturing Codes and Total Employment for Louisiana, Mississippi and Texas in support of local-area forecasting for area school districts (with Cropper G.I.S.).

- 2007 - Commissioned as expert to provide demographic analytic support of the "Proposed Revision of The Census Bureau's 2006 Population Estimate for the Town of Nantucket, MA" (with Morrison & Associates). Result: successful challenge accepted by the U.S. Census Bureau.

- 2007 - Produced annual birth and death data from U.S. vital statistics and state-specific migration rates from IRS data for 2001-2003 in support of presentation to Western Planners Association (with McKibben Demographics).

- 2007 - Produced California age-specific time series of domestic and international migration from the U.S. Census Modified Age race Sex (MARS) and Census 2000 data files for the State of California (with McKibben Demographics).

- 2007 - Provided "Analysis of Census 2000 Hispanic Estimate in Westchester, NY" (with Morrison & Associates).

- 2006 - Commissioned as expert to provide demographic analysis of the Island of Hawaii for Tradewinds Forest Products. Hilo, Hawaii.

- 2006 – Commissioned as expert by wine retailer "Vino 100" to support site location in Wisconsin. Used U.S. Consumer Expenditure Survey and U.S. Census data to produce a geospatial model predicting optimal site location in Milwaukee, WI. The recommended site was chosen, and grew to the #2 highest grossing store in the chain in < 12 months.

- 2006 - Yolo, California - The 5% U.S. Census PUMS sample was used to estimate the proportion of Hispanic and non-Hispanic individuals aged 18+, who are citizens, who speak English well by migration status (with Morrison & Associates) October, 2006.

- 2004 - State of Ohio – Commissioned as expert to provide demographic analytic support of Anheuser Busch in defense of putative class-action lawsuit alleging: "minors' intentional violations of state alcohol laws on lawful product advertising, generally asserting theories of consumer fraud, unjust enrichment and public nuisance". Leveraged IRS State-to-State migration flow files and 2000 Census PUMS data file to prove inter-state class dilution (with Morrison & Associates). Result: case dismissed in 2006. (access at: http://www.wikinvest.com/stock/Anheuser-Busch_Companies_(BUD)/Legal_Proceedings)

- 2004 - Commissioned as expert to provide demographic analytic support of Modesto, CA (defendants) against plaintiff claim of racially-biased annexation practices. (with Morrison & Associates).

- 2004 - Commissioned as expert to provide demographic analysis of market potential of "Experience Pennsylvania" tourism campaign (with Morrison & Associates).

- 2004 - Commissioned as expert to provide opinion on need and site location for cardiac facility for the Future Forth Valley Healthcare Strategy Initiative. Leveraged Nationwide Inpatient Sample - part of the Healthcare Cost and Utilization Project (HCUP), State of South Carolina inpatient data and U.S. Census data to provide recommendation that was approved (with Third Wave Research).

- 2003 - Commissioned as expert to provide demographic analysis of Antelope Family YMCA "Lancaster Site" location (with Morrison & Associates).

- 2003 – "Real World Business Demography" seminar taught at request of Dr. Roger Hammer RSOC 676 "Applied Demography" at University of Wisconsin.

- 2002 – Commissioned to develop and produce data and methodology using 5-year migration data in support of aging-in-place analytics in Pittsburgh, PA (with Morrison & Associates).

- 2001 - Analytic expedition on sources and consequences of anomalous population estimates in Benson County AZ.

Note: numerous other projects redacted at client's request or due to confidentiality.

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School Redistricting and Municipal Infrastructure Projects

BGD worked with McKibben Demographics from 2004-2012 providing expert demographic and analytic support. These engagements involved developing demographic profiles of small areas to assist in building fertility, mortality and migration models used to support long-range population forecasts and infrastructure analysis in the following communities:

Fargo, ND 10/2012	Charleston, SC 8/08
Columbia, SC 3/2012	Woodland, IL 7/08
Madison, MS 9/2011	White County, IN 6/08
Rockwood, MO 3/2011	Gurnee District 56, IL 5/08
Carthage, NY 3/2011	Central Noble, IN 4/08
NW Allen, IN 9/2010	Charleston First Baptist, SC 4/08
Fayetteville, AR 7/2010	Edmond, OK 4/08
Atlanta, GA 2/2010	East Noble, IN 3/08
Caston School Corp., IN 12/09	Mill Creek, IN 5/06
Rochester, IN 12/09	Rhode Island 5/06
Urbana, IL 11/09	Garrett, IN 3/08
Dekalb, IL 11/09	Meridian, MS 3/08
Union County, NC 11/09	Madison County, MS 3/08
South Bend, IN 8/09	Charleston 12/07
Lafayette, LA 8/09	Champaign, IL 11/07
Fayetteville, AR 4/09	Richland County, SC 11/07
New Orleans, LA 4/09	Lake Central, IN 11/07
Wilmington New Hanover 3/09	Columbia, SC 11/07
New Berry, SC 12/08	Duneland, IN 10/07
Corning, NY 11/08	Union County, NC 9/07
McLean, IL 11/08	Griffith, IN 9/07
Lakota 11/08	Rensselaer, IN 7/07
Greensboro, NC 11/08	Hobart, IN 7/07
Guilford 9/08	Buffalo, NY 7/07
Lexington, SC 9/08	Oak Ridge, TN 5/07
Plymouth, IN 9/08	Westerville, OH 4/07

Projects Continued

Baton Rouge, LA 4/07

Cobb County, GA 4/07

Charleston, SC District 20 4/07

McDowell County, NC 4/07

East Allen, IN 3/07

Mt. Pleasant, SC District 2 2/07

Peach County, GA 2/07

North Charleston, SC District 4 2/07

Madison County, MS revisions 1/07

Portage County, IN 1/07

Marietta, GA 1/07

Porter, IN 12/06

Harrison County, MS 9/06

New Albany/Floyd County, IN 9/06

North Charleston, SC 9/06

Fairfax, VA 9/06

Coleman 8/06

DeKalb, GA 8/06

LaPorte, IN 7/06

NW Allen, IN 7/06

Brunswick, NC 7/06

Carmel Clay, IN 7/06

Calhoun, SC 5/06

Hamilton Community Schools, IN 4/06

Dilworth, MN 4/06

Hamilton, OH 2/06

West Noble, IN 2/06

New Orleans, LA 2/06

Norwell, IN 2/06

Middletown, OH 12/05

West Noble, IN 11/05

Madison, MS 11/05

Fremont, IN 11/05

Concord, IN 11/05

Allen County 11/05

Bremen, IN 11/05

Smith Green, IN 11/05

Steuben, IN 11/05

Plymouth, IN 11/05

North Charleston, SC 11/05

Huntsville, AL 10/05

Dekalb, IN 9/05

East Noble, IN 9/05

Valparaiso, IN 6/05

Penn-Harris-Madison, IN 7/05

Elmira, NY 7/05

South Porter/Merriville, IN 7/05

Fargo, ND 6/05

Washington, IL 5/05

Addison, NY 5/05

Kershaw, SC 5/05

Porter Township, IN 3/05

Portage, WI 1/05

East Stroudsburg, PA 12/04

North Hendricks, IN 12/04

Sampson/Clinton, NC 11/04

Carmel Clay Township, IN 9/04

SW Allen County, IN 9/04

East Porter, IN 9/04

Allen County, IN 9/04

Duplin, NC 9/04

Hamilton County / Clay TSP, IN 9/04

Hamilton County / Fall Creek TSP, IN 9/04

Decatur, IN 9/04

Chatham County / Savannah, GA 8/04

Evansville, IN 7/04

Madison, MS 7/04

Vanderburgh, IN 7/04

New Albany, IN 6/04

Publications

- "Constructing Life Tables from the Kaiser Permanente Smoking Study and Applying the Results to the Population of the United States" Population Research & Policy Review (with Dr. Dave Swanson and Dr. Simeon Chow) 2020.

- Peter A. Morrison and Thomas M. Bryan, Redistricting: A Manual for Analysts, Practitioners, and Citizens (2019). Springer Press: Cham Switzerland.

- "Small Area Business Demography." in D. Poston (editor) Handbook of Population, 2nd Edition. (2018). Springer Press: London (with D. Swanson and S. Smith).

- "From Legal Theory to Practical Application: A How-To for Performing Vote Dilution Analyses." *Social Science Quarterly*. (with M.V. Hood III and Peter Morrison). March 2017 http://onlinelibrary.wiley.com/doi/10.1111/ssqu.12405/abstract

- In the Supreme Court of the United States Sue Evenwel, Et Al., *Appellants,* V. Greg Abbott, in his official capacity as Governor of Texas, et al., *Appellees. On appeal from the United States District Court for the Western District of Texas*. Amicus *Brief of Demographers Peter A. Morrison, Thomas M. Bryan, William A. V. Clark, Jacob S. Siegel, David A. Swanson, and The Pacific Research Institute - As amici curiae in support of Appellants. August 2015.* (access at: www.scotusblog.com/wp-content/uploads/2015/08/Demographers-Amicus.pdf)

- Workshop on the Benefits (and Burdens) of the American Community Survey, Case Studies/Agenda Book 6 "Gauging Hispanics' Effective Voting Strength in Proposed Redistricting Plans: Lessons Learned Using ACS Data." June 14–15, 2012 http://docplayer.net/8501224-Case-studies-and-user-profiles.html

- "MAPE-R: A Rescaled Measure of Accuracy for Cross-Sectional, Sub-national Forecasts." Journal of Population Research 28: 225-243 (with Dr. Dave Swanson and Dr. Jeff Tayman). 2011.

- "Targeting Spatial Clusters of Elderly Consumers in the U.S." in Population Research & Policy Review. *Access at*: http://link.springer.com/article/10.1007/s11113-009-9149-2

- "Basic Sources of Statistics." in J. Siegel and D. Swanson (eds.) The Methods and Materials of Demography, Condensed Edition, Revised. (2004). Academic/Elsevier Press: Los Angeles (with D. Swanson and P. Morrison).

- "Collection and Processing of Demographic Data." in J. Siegel and D. Swanson (eds.) The Methods and Materials of Demography, Condensed Edition, Revised. (2004). Academic/Elsevier Press: Los Angeles (with D. Swanson and P. Morrison).

- "Internal and Short Distance Migration." in J. Siegel and D. Swanson (eds.) The Methods and Materials of Demography, Condensed Edition, Revised. (2004). Academic/Elsevier Press: Los Angeles (with D. Swanson and P. Morrison).

- "Population Estimates." in J. Siegel and D. Swanson (eds.) <u>The Methods and Materials of Demography, Condensed Edition, Revised.</u> (2004). Academic/Elsevier Press: Los Angeles (with D. Swanson and P. Morrison).

- "Demographic Trends and Market Analysis: Knowledge is Power, Market Analysis 101." *Shopping Center Business*. May, 2002.

- "U.S. Census Bureau Population Estimates and Evaluation with Loss Functions." *Statistics in Transition Journal*. Warsaw, Poland. March 2000.

- <u>Yucca Mountain Site Characterization Project: Summary of Socioeconomic Data Analyses Conducted in Support of the Radiological Monitoring Program: April 1997 to April 1998.</u> TRW Environmental Safety Systems, Inc. Las Vegas, Nevada (with Dave Swanson). June 1998.

- <u>Yucca Mountain Site Characterization Project: Summary of Socioeconomic Data Analyses Conducted in Support of the Radiological Monitoring Program: April 1996 to April 1997.</u> TRW Environmental Safety Systems, Inc., Las Vegas, Nevada (with Dave Swanson). June 1997.

- "The Size of Selected Lifestyle Segments: 1990 to 2010." Third Wave Research, Madison, WI. (with D. Swanson and G. Hough) March 1996.

- "Population Estimation Techniques Using the Housing Unit Method." Master of Urban Science (M.U.S.) Research Paper. Department of Urban Studies, Portland State University (Co-chaired by D. Swanson and George Hough). June 1996.

Professional Presentations and Conference Participation

- "Demographic Constraints on Minority Voting Strength in Local Redistricting Contexts" 2019 Southern Demographic Association meetings (coauthored with P. Morrison) New Orleans, LA, October 2019.

- "The Implications of Demography Trends for Future Opioid Abuse," 2019 Southern Demographic Association meetings (coauthored with Dr. Rick Thomas) New Orleans, LA, October 2019.

- "Prisoner Populations and Redistricting: Counting vs. Discounting," 2019 Southern Demographic Association meetings (coauthored with P. Morrison) New Orleans, LA, October 2019.

- "Estimating the Potential Population Health Impact of Authorizing the Marketing of E-cigarettes in the US" with Muhammad-Kah, R.; Hannel, T.; Wei, L.; Black, R.; Gogova, M.; Pithawalla, Y.B.; Presented at 24th Annual Meeting of the Society for Research on Nicotine and Tobacco (SRNT), Baltimore, Maryland, February 21-24, 2018.

- "Estimating the Population Health Impact of Authorizing the Marketing of a Smokeless Tobacco Product with a Proposed Modified Risk Claim" with Muhammad-Kah, R.; Hannel, T.;

Wei, L.; Black, R.; Gogova, M.; Pithawalla, Y.B.; Presented at 24th Annual Meeting of the Society for Research on Nicotine and Tobacco (SRNT), Baltimore, MD, February 21-24, 2018.

- "The Impact of Tobacco Use History on e-Cigarette and Cigarette Transition Patterns - A Longitudinal Analysis of Population Assessment of Tobacco and Health (PATH) Study" with Wei, L.; Black, R.; Muhammad-Kah, R.; Pithawalla, Y.B.; Chow, S.; Presented at 24th Annual Meeting of the Society for Research on Nicotine and Tobacco (SRNT), Baltimore, MD, February 21-24, 2018.

- "Projecting Future Demand for Assisted Living: A Case Study" Presented at the 2017 Population and Public Policy Conference, Houston, TX.

- "Applications of Big Demographic Data in Running Local Elections" Presented at the 2017 Population and Public Policy Conference, Houston, TX.

- "Distinguishing 'False Positives' Among Majority-Minority Election Districts in Statewide Congressional Redistricting," 2017 Southern Demographic Association meetings (coauthored with P. Morrison) Morgantown, WV.

- "Devising a Demographic Accounting Model for Class Action Litigation: An Instructional Case" Presented at 2016 Southern Demographic Association (with Peter Morrison), Athens, GA.

- "Gauging Hispanics' Effective Voting Strength in Proposed Redistricting Plans: Lessons Learned Using ACS Data." Presented at the 2012 Conference of the Southern Demographic Association, Williamsburg, VA.

- "MAPE-R: An Empirical Assessment." Presented at the 2011 Conference of the Population Association of American (with Jeff Tayman and Dave Swanson) Washington, D.C.

- "MAPE-R: A Refined Measure of Accuracy for Ex Post Evaluation of Estimates and Forecasts." Presented at the 2010 International Symposium of Forecasting (with J. Tayman and D. Swanson) San Diego, CA.

- "Targeting Spatial Clusters of Elderly Consumers in the U.S." Co-authored for the 2007 International Seminar on Applications of Demography in Business (presented by Peter Morrison) Sydney, Australia.

- "Characteristics of the Arab-American Population from Census 2000 and 1990: Detailed Findings from PUMS." Presented at the 2004 Conference of the Southern Demographic Association, (with Samia El-Badry) Hilton Head, SC.

- "Small-Area Identification of Arab American Populations," Presented at the 2004 Conference of the Southern Demographic Association, Hilton Head, SC.

- "New Approaches to Spotting Elderly Enclaves." Presented at the 2004 Conference of the Population Association of America, (with Peter Morrison) Boston, MA.

- "Small Area Market Potential of Hospitals." Presented at the 2004 Conference of the Population Association of America, Boston, MA.

- "Spatial Research Frontiers Using GIS" Presented at the 2002 Southern Demographic Association, Austin, TX.

- "MAPE-R: It's Features and Results from a National Block-Group Test." Presented at the 2002 Conference of the American Statistical Association. (with D. Swanson, J. Tayman, and C. Barr). New York City, NY

- "Applied Demography in Action: A Case Study of Population Identification." Presented at the 2002 Conference of the Population Association of America, Atlanta, GA.

- "CACI One" Product Presentation/Poster Session, presented at the 2000 Conference of the Population Association of America, Washington, DC.

- "Statistical Evaluation of Distributive Housing Unit Method" Presented at the 2000 Conference of the Southern Demographic Association, New Orleans, LA.

- "Results of FSCPE Survey on Small-Area Estimate Accuracy and the Development of Data Mining Techniques to Detect Problematic Cases in Small Area Estimates" Presented at the 2000 Conference of the Population Association of America, Los Angeles, CA.

- "Small Area Population Estimates Methodology in the United States." Presented at the 1999 Conference of the Population Association of America, New York, NY.

- "On the Measurement of Accuracy for Subnational Demographic Estimates Using MAPE Transformation and Re-Expressions." Presented at the 1999 U.S. Census Bureau Population Estimates Methods Conference (with D. Swanson, J. Tayman and C. Barr) Washington, D.C.

- "U.S. Census Bureau Estimates and Evaluation with Loss Functions" Presented at the 1999 Conference of the International Statistics Institute, Helsinki, Finland.

- "Evaluating Estimate Outliers with Loss Functions." Presented at the 1999 Conference of the International Association of Survey Statisticians, Riga, Latvia.

- "Evaluation of 1998 Subcounty Population Estimates." Presented at the 1999 Conference of the Federal-State Cooperative for Population Estimates, Baltimore, MD.

- "Evaluation of Components of the Housing Unit Method." Presented at the 1999 Conference of the Southern Demographic Association," San Antonio, TX.

- "Small-Area Population Estimation Technique Using Administrative Records and Evaluation of Results with Loss Functions and Optimization Criteria." Presented at the 1999 Conference of the Federal Committee on Statistical Methodology, Arlington, VA.

- "Housing Unit Estimates and Estimates Geography." Presented at the 1998 Conference of the Federal-State Cooperative for Population Estimates, Park City, UT.

- "A Test of the Housing Unit Method in Multnomah County, OR." Presented at the 1997 Conference of the Population Association of America, Washington, DC.

- "Linear and Logarithmic Population Forecasting Techniques." Presented at the 1996 Conference of the Federal-State Cooperative for Population Projections, New Orleans, LA.

- "Small Area Population Estimates Using the Housing Unit Method." Presented at the 1996 Conference of the Southern Demographic Association, Memphis, TN.

Professional Conference Chairs, Peer Reviews and Conference Discussant Roles

- "The Historical Roots Of Contentious Litigation Over Census Counts In The Late 20th Century". Peer reviewer for presentation at the Hawaii International Conference on the Social Sciences, Honolulu, Hawaii, June 17-19, 2004 by David A. Swanson and Paula A. Walashek.

- 2004 - Population Research and Policy Review External Peer Reviewer / MS #253 "A New Method in Local Migration and Population Estimation".

- Session Discussant on "Spatial Demography" at the 2003 Conference of the Southern Demographic Association, Arlington, VA.

- Subject Moderator at the International Program Center (IPC) 2000 Summer Workshop on Subnational Population Projections for Planning, Suitland, MD.

- Session Chairman on "Population Estimates: New Evaluation Studies" at the Conference of the Southern Demographic Association, Austin, TX.

- Conference Session Chairman at the 2000 Conference of the Federal Forecasters Conference (FFC), Washington, DC.

- Session Discussant on "New Developments in Demographic Methods" at the 2000 Conference of the Southern Demographic Association, New Orleans, LA.

- Panel Discussant on GIS Applications in Population Estimates Review at the 2000 Conference of the Population Association of America, Los Angeles, CA.

- Panel Discussant on Careers in Applied Demography at the 2000 Conference of the Population Association of America, Los Angeles, CA.

Primary Software Competencies
ESRI ArcGIS: advanced
SAS: intermediate
Microsoft Office: advanced

Professional Affiliations
International Association of Applied Demographers
Population Association of America
Southern Demographic Association

Service

Eagle Scout, 1988, Boy Scouts of America. Member of the National Eagle Scout Association. Involved in leadership of the Boy Scouts of America Heart of Virginia Council.

Prior Director, "Salute" Recruitment and Development – Altria's external engagement group with US Veterans.

References

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Mohamadi Sarkar
Director of Regulatory Sciences at Altria
August 9, 2017, Mohamadi was senior to Thomas but didn't manage directly

Tom is one of the smartest numbers guys that I have met. He has the unique ability of dissecting complex data analysis into easily understandable and actionable outcomes. He is a true team player and great colleague to work with.

Peter A. Morrison
Applied Demographic Analysis
August 8, 2017, Thomas worked with Peter A. in the same group

Tom is a superb data scientist, with deep experience accessing and using Census and other public data. (He was once a statistician at the Census Bureau.) Tom adheres to standards distinctive of any seasoned Census Bureau statistician, notably understanding how to assure quality control with "big data." Most of our projects here at Morrison & Associates rely heavily on Tom's analytic skills, GIS proficiency, and overall years of experience.

Ozlem Yaylaci · 1st   1w ···
Associate Manager & Applied Statistician at Altria
Thank you for your leadership & support Tom. You are the best manager I've ever had and I learned a lot from you. Good luck!

Tom, thank you sincerely for your leadership, constant support, wisdom, and reliable direction during this busy and uncertain time. You have done an incredible job shaping our team into a fully integrated and supportive unit.

Alex Ogilvie

"Flectere si nequeo superos, Acheronta movebo"