

ADAM GLUCK

Senior Survey Methodologist | Mixed-Methods Research Leader

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SENIOR MIXED-METHODS RESEARCHER

Strategic Senior Researcher with 20+ years leading high-stakes research for federal and commercial sectors. Practitioner of Human-Centered Design (HCD) and Customer Experience (CX), specializing in triangulating large-scale quantitative data (Python, SAS) with qualitative insights to drive service delivery. Proven track record of managing longitudinal studies and VoC programs.

CORE COMPETENCES

- **Complex Research Design:** Mixed-Methods, Longitudinal Studies, & Experimental Design.
- **Advanced Methodology:** Sampling, Weighting, & Total Survey Error Reduction.
- **Behavioral Science:** Incentive Optimization & Human-Centered Design (RX).
- **Technical Implementation:** Survey Programming, Logic Design, & Data Pipelines (Python/SQL).
- **Operational Excellence:** Stakeholder Engagement, & Six Sigma Process Optimization.

SOFTWARE & ANALYTICAL TOOLS

- Qualtrics (including JavaScript), SurveyMonkey, Google Forms
- Python, SAS, SPSS, SQL, Tableau
- Microsoft Office, Google Workspace

EXPERIENCE

NIELSEN | Remote

Principal Data Scientist / Survey Methodologist | 2018 – Present

- Designed and implemented large-scale incentive optimization experiments (Test: n=10,000; Control: n=80,000; Total: n=90,000), identifying \$1.2M in annual efficiencies while maintaining data quality.
- Engineered inclusive demographic research instruments in Qualtrics to align with American Community Survey (ACS) gender identification standards; implemented complex JavaScript piping and multilingual modifiers to ensure cultural relevance while maintaining rigorous PII compliance for sensitive participant data.
- Developed standardized Tableau reports and established peer-review protocols for code and to maintain adherence to statistical standards for external audits by EY and the Media Rating Council.
- Served as a primary internal consultant to Product Leadership, conducting root-cause analysis of data anomalies and resolving high-visibility audience measurement discrepancies.
- Directed mixed-methods usability research to resolve friction in Direct Deposit enrollment; synthesized participant interviews into journey maps and service blueprints that optimized the end-to-end experience while ensuring rigorous PII protection.
- Conducted ethnographic-style behavioral research on the adoption of wearable measurement technology; utilized participant feedback and compliance data to iterate on "task reminder" features, leading to a 2% increase in daily panelist task participation through improved user-centered design.

NIELSEN | Remote

Senior Data Scientist | 2014 – 2018

- Led a Lean Six Sigma initiative to modernize legacy research workflows; migrated complex SAS processes to Python, reducing cycle times by 96% and strengthening PII compliance through automated data-handling protocols and enhanced security governance.
- Spearheaded mixed-methods research initiatives for next-generation audience measurement tools, synthesizing qualitative interview themes with quantitative performance metrics to provide a 360-degree view of product usability for senior stakeholders.
- Pioneered gamification and behavioral economics strategies in research panels to improve participant retention; presented findings at industry conferences.
- Directed Voice of the Customer (VoC) initiatives by designing exit interviews to identify root causes of participant attrition; engineered a Python-based weighting engine using Iterative Proportional Fitting (IPF) to synthesize feedback into actionable retention strategies for senior stakeholders.

UNDER ARMOUR | Baltimore, MD

Consumer Insights Analyst | 2014

- Managed enterprise Qualtrics and multi-million dollar budgets to optimize Voice of the Customer (VoC) programs via sentiment analysis of digital ecosystems.
- Performed conjoint analysis in SAS to identify behavioral drivers, informing product positioning and long-term strategic roadmaps.
- Translated raw sentiment data into actionable consumer profiles for Marketing and Strategy teams to influence executive-level decision-making.

ARBITRON (NIELSEN AUDIO) | Columbia, MD

Senior Project Leader / Methodologist | 2005 – 2014

- Advocated for methodological rigor and data integrity by synthesizing complex audience measurement research for executive leadership in preparation for Congressional testimony; ensured all data-driven findings withstood high-profile government oversight.
- Directed the 10-year lifecycle of a cross-platform research panel (n=2,000), leading iterative UX testing to improve recruitment instruments.
- Consulted with major media clients on ad-hoc survey design, budgeting, and User Acceptance Testing (UAT).

MACRO INTERNATIONAL (NOW ICF) | Calverton, MD

Research Analyst | 2001 – 2005

- Created complex sampling plans for surveys across 20+ countries using Stratified and Probability Proportional to Size (PPS) methodologies
- Conducted primary research and SPSS-based statistical analysis for multiple federal agencies, delivering actionable insights across a broad range of topics including national audience measurement (client: Broadcasting Board of Governors) and customer experience (client: U.S. Defense Logistics Agency) surveys.

EDUCATION & CREDENTIALS

- **M.S. in Survey Methodology** (Statistics Concentration) — University of Maryland
- **B.S. in Mathematics** (Actuarial Science Concentration) — Loyola University Maryland
- **Certified Six Sigma Green Belt**
- **Industry Speaker:** AAPOR, ARF, ESOMAR