

Robert A. Schultz

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[Github](#) • [Google Scholar](#)

Highlights: Experienced Quantitative Research Specialist with 7+ years designing surveys & analyzing complex data to drive business decisions. Skilled in statistical analysis, data visualization, and translating insights into actionable strategies. Experience collaborating across teams to distill the important, from the interesting.

Work Experience

Sr. Research & Data Analyst, June 2024 – Present

Bloomberg Industry Group, Arlington VA

- Developed and managed surveys operations and analyzed complex data using advanced statistical techniques
- Created databases integrating Bloomberg research and data
- Designed and maintained dashboards, communicating survey insights to stakeholders visually
- Partnered with editors and analysts to use survey data to produce news content and analysis pieces
- Generated actionable insights from terminal usage, improving Bloomberg products

Quantitative Researcher, May 2022 – January 2024

SoFi, San Francisco CA

- Responsible for survey development, including sampling, questionnaire design, and created data quality control measures
- Introduced a multi-mode NPS survey and company-wide trust and product awareness study, partnering with senior researchers
- Leveraged big data to understand investors behavior patterns and credit card usage
- Combined qualitative & quantitative data to improve app and web experience, including enhancing the rewards marketplace partnering with designers and engineers
- Led survey studies on economic sentiment, financial well-being, and student loan repayment plans
- Collaborated cross-functionally to improve premium member benefits offerings through data-driven insights including use of pricing studies, maxdiff studies and qualitative research

Graduate Research Assistant, August 2020 – April 2022

Institute for Social Research, Ann Arbor MI

- Collaborated with the National Science Foundation to test new adaptive survey methods
- Built predictive models using survey responses and tested imputation methods for missing data
- Co-hosted participatory design workshops for data collection app development
- Conducted literature reviews to understand how to improve survey response rates
- Implemented modularized surveys to enhance data collection efficiency

SoFi Quantitative Research Intern, June 2021 – August 2021

SoFi, San Francisco CA

- Assisted in the qualitative and quantitative research project process
- Developed recruitment screeners and discussion guides for member/prospect interviews
- Led research on Invest activation, including Crypto rollout and automated investing
- Implemented surveys, focusing on instrument testing, reporting, and data quality

Graduate Economic Research Assistant, August 2019 – August 2020

Wayne State University, Detroit MI

- Conducted econometric analyses with faculty from the University of Michigan & Michigan State University.
- Developed new economic indicators for central cities, focusing on the City of Detroit
- Utilized public and private data including from the BLS, and Census for indicator creation
- Refined economic indicators at county and state levels providing estimates for future growth

Data Analyst Intern, November 2018-May 2019

StockX, Detroit MI

- Innovated and tested new quality measure for the Watch Vertical market activity
- Developed predictive analytics and value models for future marketplace trends
- Conducted economic analysis on bidding behavior in luxury resale marketplace

Research Analyst, May 2017-August 2018

Quicken Loans, Detroit MI

- Tracked survey responses and coded free responses for analysis
- Conducted in-person focus groups, including recruitment and moderation for market concept testing
- Collaborated with additional companies including Bedrock, Amrock and In-house Realty on research and marketing insights

Education

M.S. in Survey Methodology, April 2022 - Social & Psychological Science Concentration

University of Michigan, Ann Arbor MI

M.A. in Economics, May 2020 – Quantitative Econometrics Field Focus

Wayne State University, Detroit MI

B.A. in Economics, December 2016

Adrian College, Adrian MI

Peer Reviewed Publications - Available upon request

- Caoui, E. H., Farronato, C., Horton, J. J., & Schultz, R. (2022). Consumer Demand with Social Influences: Evidence from an E-Commerce Platform. *NBER Working Paper*, (w30351).
- Stansbury, Anna, and Robert Schultz. 2023. "The Economics Profession's Socioeconomic Diversity Problem." *Journal of Economic Perspectives*, 37 (4): 207-30.
- Ong, A.R., Schultz, R., Sinozich, S., West, B.T., Wagner, J., Sinibaldi, J., & Finamore, J. (2022). A User-Driven Method for Using Research Products to Empirically Assess Item Importance in National Surveys. *Journal of Official Statistics*, 38(4), 1235- 1251.
- Johnson C, Schultz R, Hall JC., Specialization and Performance: Evidence from NCAA 4 × 400 m Relay Times. *Economies*. 2020; 8(4):96

Relevant Skills and Programs

- Data Analytics (STATA, R, Postgres SQL, GitHub, Tableau, AWS Redshift)
- Research Programs (Qualtrics Research Suite, Bloomberg Terminal, Survey Monkey)
- Design Programs (Figma, Toaster, User Zoom, User Interviews, Jira, Confluence, Flourish)

Honors and Awards

Rackham Travel Grant, 2021

MAPOR Student Fellow, 2021

Michigan Program in Survey Methodology Achievement Fellowship (2020 – 2022)

Eagle Scout