Robert A. Schultz

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Github • Google Scholar

Highlights: 7+ years conducting quantitative and qualitative primary research, combining survey research and data science to create, conduct and present findings that inform and integrate research into an organization's way of working.

Work Experience

Sr. Research & Data Analyst, June 2024 – Present
Bloomberg Industry Group, Arlington VA

- Led and contributed to long and short form research within the Data and Surveys Team to produce proprietary research content leveraged by and cited by Bloomberg and their users.
- Independently created and maintained dashboards using internal and external data including web scraping data from publicly available sources.
- Conducted statistical analysis including complex sampling, regressions, correlations and descriptive statistics.
- Designed questionaries, samples, survey instruments and quality measures for fielded surveys.

Quantitative Researcher, May 2022 – January 2024
SoFi, San Francisco CA

- Responsible for survey execution, including sampling, questionnaire design and data quality measures.
- Conducted qualitative and quantitative research on 7 million members to understand potential new benefits and retention strategies, partnering with Product Managers, Engineers and Designers.
- Introduced companywide tracking studies, including NPS, Trust Tracking and Product Awareness.
- Innovated and lead rapid quantitative research experiments to understand economic health, investing behavior, student loan repayment and home buying sentiment.
- Used statistical software including R to create and test statistical models including post survey weighting and A/B testing.

Graduate Research Assistant, August 2020 – April 2022
Institute for Social Research, Ann Arbor MI

- Collaborated with the National Science Foundation on adaptive survey design and Bayesian methods, to create predictive models to impute new and previous respondent cases.
- Cohosted Participatory design workshops to engage potential respondents in co-designing a potential data collection app to improve modularized surveys.
- Conducted literature reviews and testing to improve survey response rates for longitudinal studies.

SoFi Quantitative Research Intern, June 2021 – August 2021
SoFi, San Francisco CA

- Managed qualitative and/or quantitative research projects end to end: developed recruitment screeners and discussion guides, conducted member and prospect interviews, analysis, and reporting.
- Partnered with Data Scientist to understand first time investor behavior and trade activation.
- Responsible for survey operations support: design, production reporting and data quality measures.

Graduate Economic Research Assistant, August 2019 – August 2020
Wayne State University, Detroit MI

- Participated in collaborative economic forecasting efforts with research team members from The University of Michigan, Michigan State University and researchers from the City of Detroit.
- Developed new economic indicators specific to the City of Detroit from various public data sets including Census Bureau and Housing and Urban Development.

Data Analyst Intern, November 2018-May 2019

StockX, Detroit MI

- Innovated & tested a new measure to identify quality market activity within the Watch Vertical.
- Provided Economic Analysis towards business questions through execution of original research including understanding economics of bidding behavior and the luxury resale market.

Human Data Analyst Intern, August 2018 – November 2018

Quicken Loans, Detroit MI

- Executed multiple surveys for internal use to understand human capital and future needs.
- Conducted economic research with support from Bedrock Detroit to analyze IT skill gaps in Detroit.

Research Analyst, May 2017-August 2018

Quicken Loans, Detroit MI

- Executed multiple surveys for internal and external use supporting various business areas conducting research of various depths in the Fintech industry.
- Conducted focus groups to understand new marketing branding and product interest.

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, 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