

Heather Dannyelle Thompson

Manager of Data & Research | Master of Public Policy

PROFILE

I started my professional career in engineering because of my passion for math, analytics, and problem solving. The skills I honed in my education continued to serve me, even as I moved on to business, policy, writing, and design. Today, I use my unique and strong blend of quantitative and qualitative skills to robustly approach problems. The accomplishments I am most proud of called on these skills in a unique blend: from policy analysis, advocacy, economic analysis, project management, strategic projects, product design, and ultimately, story telling. My employers know me as a reliable leader and a steadfast hand to get the job done and handle the unexpected.

In my next role, I am looking for a position that allows me to contribute to the problems I am most passionate about through policy, research, disadvantaged communities, inclusive policy solutions, and writing and reporting.

LANGUAGES

English  Native

French  B2/C1

Spanish  B2

German  A1

EDUCATION

2019-2021

The Hertie School | Berlin, Germany

Master of Public Policy Concentration: Policy Analysis

2011-2014

Carnegie Mellon University | Pittsburgh, PA, USA

B.Sc. in Materials Science & Engineering, and Engineering & Public Policy

RECOGNITION

2021

The Hertie School | Berlin, Germany

Extraordinary Thesis Award

2020

The Hertie School | Berlin, Germany

Anti-Discrimination Taskforce Appointee & Representative

PROFESSIONAL EXPERIENCE

Manager of Data & Research

enpact e.V. | Berlin, Germany

2019-present

- Revitalized the work of the Data & Research sector by launching the ‘empower’ magazine, an enpact branded reports to appeal to policy makers, entrepreneurs, startup ecosystem builders, and on-line content consumers
 - For this effort, I was the creator, product designer, editor, and lead author of edition #1 commissioned by the Berlin Senate as part of the AsiaBerlin program.
 - Charged with the task of making the proprietary Startup Friendliness Index (SFI) data set, which is inherently complex, more comprehensive and user friendly, ‘empower’ is designed to showcase the power of the data, while also telling compelling stories
 - Follow-up editions commissioned by the incubator SenStartup in Senegal (empower #2), the Berlin Senate (empower #3: Berlin) and the foundation Drosos in Egypt (empower #4: Cairo)
- Responsible for leading a team of 5-6 writers, analysts,

country coordinators, marketers, editors, and designers to produce quantitative and qualitative reports on startup ecosystems in emerging economies globally and improve the research and communication strategy of the company’s data lab

- Validated product ideas to generate an independent and steady revenue stream for the data lab, including interviewing stakeholders, creating customer personas, refining offerings, detailed strategy work, networking for the data lab, and creating concept work to sell to prospective donors

Managing Director

ThinkLions | Remote

2019-2020

- Managed a team of 2-3 designers, software developers, and researchers to deliver high-quality business plans and low-fidelity MVPs for entrepreneurs to develop their business, go to market,

and secure seed funding.

- Secured high client success rates including a 13% conversion click through rates on their websites and to raise \$150,000 of seed funding for untested ideas.

Senior Cognitive Business Consultant

IBM | Washington, DC & Los Angeles, CA
2014-2018

- Gained experience in a broad range of vertical and horizontal business sections through varied business-oriented engagements; insurance, automotive, biological sciences, and telecommunications
- Documented and refined algorithms for the Center for Medicaid and Medicare Services (CMS) to detect health insurance fraud using health service research on observational data from insurance records. Most timely, our team worked on algorithms to detect opioid abuse and captive patient abuse
- Lead team member and team leader in projects involving content curation, project management, financial billing, and business strategy processes.
- Interacted regularly with clients and corresponded on their

needs, developed metrics to measure performance, and created memos and reports to document our progress.

- Used applied research technology and processes relevant to client needs including supply chain, cognitive systems and processes, cloud technology and servers, big data, and automotive financing
- Created, measured, and tracked KPIs relevant to new business processes; educated client side employees on new processes

Systems Engineering/Algorithm Development Intern

UTC Aerospace Systems | Danbury, CT, USA
Summer 2013

- Routinely used mathematical software (Stata and Mathematica) to perform statistical analysis and process large quantities of optical coating performance data to meet customer and internal requirements for optical properties
- Tested the accuracy & performance limits of internal algorithms via software simulation
- Researched topics in advanced mathematics and optical coating science to aid in the advancement of new company developments in spectral detection, quality, and coating

SKILLS

- Data and Analysis
- Policy Analysis
- R & Python
- Decision-making
- Advocacy and Negotiation
- Writing & Reporting
- Management
- Statistical Analysis
- Econometrics

REFERENCES

Mark Hallerberg, **Acting President of the Hertie School** | Berlin, Germany

Emilia Roig, **Founder and Director of the Center for Intersectional Justice (CIJ)** | Berlin, Germany

Leonardo Iacovone, **Lead Economist at the World Bank** | Berlin, Germany

Jan Lachenmayer, **Managing Director of enpact e.V.** | Berlin, Germany

Mike Sims, **Founder of ThinkLions** | Detroit, MI, USA

ACTIVISM

Founder and Senior Chair
S.H.I.E.L.D.

(*Society of Hertie for Inclusion, Equity, Liberty & Diversity*)
2020-2021

- In the absence of a group to advocate for students of color and diverse global origin, I founded SHIELD to represent their interests, advocate for inclusive policy education, and work with school administration to make systemic changes to the university.
- Our efforts directly resulted in: (1) the appointment of the Anti-Discrimination Task Force to include ‘race’ as a protected characteristic, (2) the establishment of a mentoring program under the Office of the President targeting first generation college students and aiding them in staying in academia (also in paid work for one of our member to establish it), and (3) the new Office of Diversity, Equity, and Inclusion also under the Office of the President.
- Responsible for establishing the operations, creating the vision and manage the agenda
- Lead a team of 8 students with various responsibilities in coordination, research, advocacy, web design, and program design

PUBLICATIONS

available on my website

Berlin spat shows German Students facing racism lack support (*feature*)

“Don’t call me Hispanic, I’m Cuban”: How ‘Hispanic’ became a race in the United States

‘empower’ issue #1: asia (Singapore, Jakarta, and Bengaluru) — startup ecosystem analysis

Hands up, don’t shoot: Is police violence higher in American suburbs? *Master’s Thesis*

A Plastic Bag Tax for Pennsylvania? and Local News in Pittsburgh in the Internet Age *Research*

The lasting effect of chattel slavery on the US American labor market economy

President Trump’s approval rating low ahead of midterm elections