

JORGE MARTINEZ

I am the Director of Data Strategy at BakerRipley. I have eleven years experience in applied research design, statistics, data visualization, and reporting. I am passionate about open-source tools and scientific knowledge to drive impactful, positive change.

Clifton Strengths: [Learner](#), [Intellection](#), [Input](#), [Empathy](#), [Connectedness](#)

EDUCATION

- 2014
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2010

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PhD., Sociology (ABD)

University of Washington

Seattle, WA

• Dissertation: “Felon Welfare Exclusions: From Policy to Practice”

• Focus: Deviance and Social Control

• Minor: Statistics

2010
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2007

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M.A., Sociology

University of Washington

Seattle, WA

• Thesis: “Prison Gang Violence and Hypercodes: Revisiting the Social Organization of Prisons”

2007
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2003

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B.A., Sociology

Texas A&M University

College Station, TX

RESEARCH EXPERIENCE

Current
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2025

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Director of Data Strategy

Community Impact & Vitality

BakerRipley

• Lead a team of 3 research, evaluation, and data analysts to support the agency’s data strategy and Theory of Change

• Strengthen data strategy, infrastructure, and integrity through strategic plans, data governance, and digital transformation

• Guide data collection, automation, reporting, and visualization efforts for the agency

• Develop and execute program evaluation strategies

2024
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2024

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Director of Data Science

Data Science & Analytics

Houston ISD

• Lead a team of 7 data scientists to support strategic initiatives for HISD

• Collect, transform, analyze, visualize, and report large data sets for 274 campuses with over 183,000 students

• Collaborate with cross-functional teams across the District including the Chief Academic Officer, Chief Financial Officer, and Superintendent

• Coach my team on best practices in data science including file structures, tidy data, coding, version control with Git, documentation, visualization, and reporting with R, Quarto, Tableau and Power BI

• Implemented a project management system using Linear app for a portfolio of 80+ projects

CONTACT

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[@jxmartinez.com](https://jxmartinez.com)
[in linkedin.com/in/jmartinezx](https://linkedin.com/in/jmartinezx)

LANGUAGE SKILLS

R	100%
SAS	80%
SQL	70%
HTML	60%

SOFTWARE SKILLS

Microsoft Office	100%
Tableau	90%
Affinity Designer	80%
Qualtrics	70%
Affinity Photo	60%

Made with the *R* package [pagedown](#).
Last updated on 2026-02-06.

2024
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2021

● **Director of Research & Reporting**

Enrollment Services

📍 University of Houston

- Analyzed admissions, financial aid, and registrar data to recommend policy changes in response to all levels of UH leadership, including President and President's cabinet
- Generated university-wide enrollment projections, university merit-based scholarship expenditures, and other enrollment metrics
- Led enrollment services executive directors in the development, storage, maintenance, and usage of their data for assessment and evaluation
- Developed retention models to identify students at risk for leaving in their first year for early intervention
- Created dashboards to track daily progress and to identify barriers for enrollment and new student orientation

2021
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2019

● **Senior Research Analyst**

Office of the Provost

📍 University of Houston

- Institutional research and analysis for UH Provost and President/Chancellor using R and Tableau
- Conducted longitudinal data analysis and presented findings of U.S. News ranking metrics to Provost and President cabinet members for strategic planning
- Provided data for the UH Strategic Plan Student Success committee and supervised graduate research assistants in data collection
- Conducted research studies and predictive analytics to support student retention and graduation
- Provided data and graphics to support President Khator's annual UH Fall Address (Fall 2019 & 2020)

2019
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2015

● **Senior Research Analyst**

Office of Institutional Research

📍 University of Houston

- Institutional data reporting using SAS, Tableau, and R
- Provided survey data to National Science Foundation, Council of Graduate Schools, and other external organizations
- Developed, published, and maintained various Tableau dashboards using institutional data for internal and external stakeholders
- Plotted density maps of over 75,000 UH System student residences to identify location of new UH satellite campus and to visualize impacts of Hurricane Harvey using R, Google Maps API, Tableau, and European Space Agency satellite data

2015
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2014

● **Research Specialist**

Research and Accountability

📍 Houston ISD

- Program evaluation, data analytics, and reporting for the Teacher Appraisal and Development System (TADS)
- Calculated Teacher Appraisal ratings using student performance and appraisal data using R
- Created bi-annual teacher appraisal data reports for 284 campuses and their leaders to plan, develop, and evaluate teacher performance with Tableau
- Worked as a team to produce and validate District and School Profiles Reports

2013

● **Management Analyst 5**

Offender Change Division

📍 Washington State D.O.C.

- Conducted research evaluation of chemical dependency treatment programs using DOC administrative data and survival analysis with SAS and R

- 2013
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2012

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Social Policy Research Fellow
 West Coast Poverty Center

📍 University of Washington

 - Policy evaluation for chemical dependency treatment programs

- 2012

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Contract Researcher
 Seattle Jobs Initiative

📍 Northwest Social Research Group

 - Conducted interviews and data collection of Seattle metro employers for a study on current job market trends and hiring criteria

- 2011

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Research Assistant
 Sociology Department

📍 University of Washington

 - Legislation research for felony legal financial obligations. Summarizing and coding of legal documents and online legislative debates

- 2009
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2008

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Research Assistant
 School of Nursing

📍 University of Washington

 - Qualitative evaluation of Washington State Prison Intensive Management Units (IMU) Step-Down and Reintegration Programs. In-depth interviews with inmates



AWARDS & HONORS

- 2022

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Tier One Customer Service Individual Award

- 2021

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R Studio Diversity Scholarship

- 2013

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American Society of Criminology Graduate Fellowship for Ethnic Minorities

- 2013
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2011

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West Coast Poverty Center Social Policy Research Fellowship

- 2010

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Ford Foundation Pre-Doctoral Fellowship Honorable Mention

- 2009

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Graduate Student Teaching Recognition

- 2009
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2007

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Clarence and Elissa Schrag Endowment and the Graduate School's Fund for Excellence and Innovation Graduate Fellowship

- 2007

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Alpha Kappa Delta Undergraduate Research Paper Award
 "Determinants of Gang Membership Among Latina/o Youth"




- 2006

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Texas A&M University Summer Undergraduate Research Program



TEACHING EXPERIENCE

- 2013
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2012
- **American Race and Ethnic Relations**
Sociology Department  University of Washington
 - Graduate student lecturer for Sociology 362
- 2012
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2010
- **General Studies: McNair Scholars Seminar**
Ronald E. McNair Scholars Program  University of Washington
 - Co-instructor and Graduate student advisor
 - Seminar for first-generation, under-represented undergraduates applying to doctoral programs.
- 2011
- **Social Problems**
Sociology Department  University of Washington
 - TA and quiz section lecturer



SELECTED PUBLICATIONS

- 2015
- **A Cross-National Study of Students' Attitudes Toward School**
Pastoral Care in Education 33(1): 33-46
 - Authored with Shu-ling Lai, Carla Stevens, and Renmin Ye.
- 2010
- **Racial and Ethnic Disparity and Criminal Justice: How Much Is Too Much?**
Journal of Criminal Law and Criminology 100(3): 903-932
 - Authored with Robert Crutchfield and April Fernandes



CONFERENCES AND PRESENTATIONS

- 2023
- **Using Predictive Modeling to Increase Six-Year Graduation**
Texas Association for Institutional Research 2023 Annual Conference.
Co-presenter: Caroline Neary. Spring, TX. February 27, 2023.
- 2022
- **Predictive Analysis of One-Year Retention**
Texas Association for Institutional Research 2022 Annual Conference.
Co-presenter: Caroline Neary. Denton, TX. March 1, 2022.
- 2020
- **UH Tableau Users Group**
UH Branding, Color Palettes, Icons, Publishing, Web Publishing.
University of Houston, Houston, TX. November 19, 2020.
- 2019
- **See the Difference! Visualizing Assessment Data**
Texas Association for Institutional Research 2019 Annual Conference.
Co-presenter: Carmen Allen. Horseshoe Bay, TX. February 26, 2019.
- 2018
- **Visualizing Assessment Data with Tableau**
University of Houston Summer Assessment Symposium. Co-presenter: Carmen Allen. Houston, TX. June 20, 2018.
- 2017
- **Wish We Knew Then What We Know Now: Lessons Learned from a Tableau Implementation**
Southern Association for Institutional Research 2017 Conference. Co-presenters: Susan Moreno, Carmen Allen, Vyas Krishnamurthy. Ft. Worth, TX. October 9, 2017.

- 2017 ● **Google Charts for IR Websites**
Texas Association for Institutional Research 2017 Professional Development Summer Workshop. Round Rock, TX. July 28, 2017.
- 2017 ● **Google Charts for IR Websites**
Texas Association for Institutional Research 2017 Pre-conference Workshop. Houston, TX.
- 2013 ● **Prison and Community-Based Chemical Dependency Treatment In Washington State: Modeling Time to Recidivism.**
American Society of Criminology 69th Annual Meeting. Roundtable. Atlanta, GA. November 20, 2013.
- 2012 ● **Felon Welfare Exclusions: Policy Adoption and the Social Construction of Drug Provisions.**
University of Washington Deviance Seminar. Seattle, WA. November 9, 2012.
- 2012 ● **Prison Gang Violence and Hypercodes: Revisiting the Social Organization of Prisons.**
Guest Lecture. Sociology 300: Foundations of Sociological Inquiry. Seattle, WA. December 7, 2011.
- 2011 ● **Revisiting the Social Organization of Prisons: The Impact of Prison Gangs on Prison Codes and Management**
American Sociological Association 106th Annual Meeting. Paper Panel Discussion. Las Vegas, NV. August 20, 2011.
- 2011 ● **Exploring the Effects of Immigration on Neighborhood Gangs and Generational Crime.**
Sociology Graduate Student Symposium. Round Table. Seattle, WA. April 8, 2011.
- 2011 ● **Revisiting the Social Organization of Prisons: The Impact of Prison Gangs on Prison Codes and Management**
Guest Lecture. Sociology 372: Introduction to Criminal Justice. Seattle, WA. Summer 2011.
- 2010 ● **Exploring the Effects of Immigration on Neighborhood Gangs and Generational Crime.**
American Society of Criminology 67th Annual Meeting. Paper Presentation. Co-presenter: Suzanna Ramirez. San Francisco, CA. November 20, 2010.
- 2009 ● **Uncovering the Prison Gang Problem in Washington State**
University of Washington Deviance Seminar. Seattle, WA. January 8, 2009.
- 2007 ● **Determinants of Gang Membership Among Latina/o Youth**
American Sociological Association 102nd Annual Meeting. Round Table Paper Presentation. New York City, NY. August 2007.



PROFESSIONAL MEMBERSHIP

- 2024
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2015 ● **Texas Association for Institutional Research**
Member

- 2015
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2010 ● **American Society of Criminology**
Member
- 2015
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2007 ● **American Sociological Association Member**
Member
- 2014
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2013 ● **Society for the Study of Social Problems**
Member
- 2010
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2009 ● **Sociology Graduate Student Association**
Secretary
- 2007
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2006 ● **Alpha Kappa Delta National Sociology Honors Society**
Texas Iota Chapter, Co-President Fall 2006. President Spring 2007.



REFERENCES

- **Scott Sawyer**
University Registrar, University of Houston. shsawyer@central.uh.edu. 505-429-7175.
- **Katina McGhee**
Assistant Vice Provost of Campus Solutions, University of Houston. klampley@uh.edu. 713-569-7342.
- **Isabel Hovey**
Director of Accountability, Research, & Compliance, Region 4 ESC. isabelhovey@gmail.com. 910-988-7680.
- **Lauren Price**
Crossfunctional Team Member, Data Science & Analytics, Houston ISD. lauren.3.price@gmail.com. 772-485-2635.