

# Jesus Rivas

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linkedin.com/in/thatguyfromresearch • thatguyfromresearch.com  
619-940-8598 • Chula Vista, CA 91915 • jesus@thatguyfromresearch.com

## ASSOCIATE DEAN OF RESEARCH, PLANNING, AND INNOVATION

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### QUANTITATIVE, QUALITATIVE, AND MIXED RESEARCH STORYTELLING | DATA VISUALIZATION

Seasoned researcher with 14+ years of experience supporting research functions and 8+ years leading research & analytical teams. Currently working as research manager for one of the largest educational noncredit institutions in the U.S., building data-based and analytics solutions, translating findings from complex statistical exercises into actionable insights for executive leadership, and telling stories with data to inform decision making.

## WORK EXPERIENCE

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**San Diego College of Continuing Education (SDCCE) – San Diego, CA** 06/2023 – Present  
**ASSOCIATE DEAN, RESEARCH, PLANNING, AND INNOVATION**

Managing SDCCE's research operations, including a team of 12 researchers & data mentors.

- Developed the first community map and zip-code level analysis to inform institutional marketing efforts, identifying key population clusters utilizing census bureau data.
- Piloted the 4W's data analysis framework (What? Why? So What? Now What?) to support practitioners in utilizing data effectively and informing decision-making.

**San Diego College of Continuing Education (SDCCE) – San Diego, CA** 11/2018 – 05/2023  
**RESEARCH AND PLANNING ANALYST**

Leading SDCCE's research operations including its research agenda and data coaching program.

- Partnered with executive leaders to design, launch, and scale up projects to measure & evaluate initiatives using research and data.
- Design and maintain the SDCCE research agenda, collaborating with executive leadership and 20+ committee leads to understand and support research needs across the institution.

**Culturati Research and Consulting – San Diego, CA** 3/2018 – 10/2018  
**ASSOCIATE QUANTITATIVE ANALYST**

Supported corporate market multicultural research projects for Fortune 100 companies.

- Leveraged knowledge of multivariate statistics to perform clustering and classification analyses and develop 10+ market segmentation models in support of the analytics team.
- Collected, analyzed, and combined survey data to support the development of the Cultural Mosaic 2.0 syndicated report, a market research project showcasing cross-cultural insights.

**[Mexican] National Institute of Statistics - Baja California, Mexico**

6/2015 – 12/2017

**HEAD OF STATISTICAL DEVELOPMENT [Director-level position]**

Led large-scale nationwide research projects, employing a variety of research methodologies.

- Hired, trained, and managed 25 field operators to conduct the first National Inmate Survey in Mexico (n= 3,000+), finishing this project ahead of schedule and zero employee attrition.

**GICE Consulting – Baja California, Mexico**

8/2013 – 6/2015

**RESEARCH ANALYST**

Established, coordinated, and conducted research activities to support 20+ research projects.

- Conducted 30+ qualitative research exercises, including interviews, focus groups, and user tests, leveraging verbal communication skills to quickly build rapport with participants.

**Valutech Outsourcing – Baja California, Mexico**

9/2012 – 8/2013

**REPORTING ANALYST**

Developed and maintained 30+ Business Intelligence (BI) products in support of management.

- Built, scaled, and launched a data collection process based on 20+ KPI's to track production outputs reported hourly using a dashboard (BI) created with SQL Server Reporting Services.

**GICE Consulting – Baja California, Mexico**

5/2010 – 9/2012

**RESEARCH ASSISTANT**

Processed, visualized, and reported data to support the dynamic needs of 25+ research projects.

- Collected, processed, and reported data from 50+ economic indicators, using various data tools, including SPSS, Excel, and R Studio to support research projects.

## EDUCATION

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**Cuauhtemoc University - Aguascalientes, Mexico**

Master of Science, Data Science; December 2022

**Baja California Autonomous University – Baja California, Mexico**

Bachelor of Science, Economics (3.93/4.00 GPA); May 2013

Recipient of the 2013 Academic Excellence National Award from the Mexican Evaluation Center for Higher Education

## PROFESSIONAL SKILLS

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- Statistical programming languages (including Python, R, STATA, SPSS, and Excel)
- Data visualization tools (including PowerBi, Tableau, LucidChart, and Photoshop)
- Statistical methods (including inferential, parametric, non-parametric, and multivariate)
- Spanish proficiency (native speaker)
- Quantitative techniques (including survey design, A/B Testing, and statistical modeling)
- Data coaching tools (including data storytelling and facilitated discussions)
- Qualitative research techniques (including surveys and focus groups)