

Curriculum Vitae

Edwin T. Accomando
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Richland College
12800 Abrams Road
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Education

Southern Methodist University, Dallas, TX
M.A. (ABD) – Sociocultural Anthropology 1995

University of Dallas, Dallas, TX
B.A. (Cum Laude) – Philosophy Major, Languages and Theatre Minors (Phi Beta Kappa) 1992

Teaching Experience

DALLAS COUNTY COMMUNITY COLLEGE DISTRICT – Dallas, TX **2015 – present**
Adjunct Professor
Teaching ANTH 2346 and ANTH 2351.

TARRANT COUNTY COLLEGE DISTRICT – Fort Worth, TX **2009 – present**
Adjunct Instructor
Teaching Full term, Blended, and Internet courses, developing curriculum, and driving enrollment in these courses.

SOUTHERN METHODIST UNIVERSITY, Dallas, TX **1992 – 1996**
Graduate Researcher/ Teacher / Learning Enhancement Assistant
Created class format and materials for two lecture/laboratory sections of Introductory Cultural Anthropology and Human Evolution. Researched social trends in urban US, political and religious sentiment in Western Europe. Member of SMU Graduate Student Council, American Anthropologists Association, and the Society for Applied Anthropology.

Publications and Papers

1995. Shifting Boundaries, Changing Perspectives: A review of Anthropological Study of the Mediterranean. Thesis submitted in partial requirement of the M.A. in Anthropology at SMU

2011. Texas Instruments Expert Advisory Panel: How to maximize the relationship between Social Media and Market Research, Improve Customer Communications, and Conserve Resources. November 2011, Speaker at The Market Research Event, Orlando Florida.

I certify that statements made by me in this vitae are true, complete and correct.

2012. Texas Instruments Expert Advisory Panel. Vision Critical Case Study Subject – Texas Instruments:
<http://www.visioncritical.com/our-work/case-studies/texas-instruments>

2012. Multi-Language Multi-Continent Community Panels: How B2B and B2C Research can Effectively Span the World. With Scott Miller, Vision Critical. Presentation at ESOMAR conference, Mexico City 5/12/2012 to 5/15/2012

How to Use Customer Panels to Conduct Higher Quality Market Research for Lower Cost in Less Time. (Case Study: from Texas Instruments)

2012. Anthroconsulting Case Study: Leadership and Listening. The Texas Instruments Expert Advisory Panel. Selected as group moderator and TMRE mentor. November 2012, Speaker at The Market Research Event, Boca Raton, Florida.

Certificates, Certifications & Other Qualifications

1984. American Legion Scholarly Excellence Award

1988. National Honor Society

1991. Phi Beta Kappa Member (Philosophy – inducted as a Junior)

2003. Verizon Excellence Award (*ICE team leadership – Improved Customer Experience*)

American Anthropology Association

Relevant Work Experience

ANTHROCONSULTING – Dallas, TX **2003 - present**
President

Providing custom research services with expert attention in matters of qualitative methods and online research panels.

TEXAS INSTRUMENTS / AQUENT – Dallas, TX **2007 – 2014**
Global Semiconductor Research Program Manager

Proposed, created and implemented the Texas Instruments Global Expert Advisory Panel of Design Engineers to better understand this difficult to access group of 5000 individuals in 92 countries speaking 14 languages. Managed over 100 primary ad-hoc research examinations utilizing disparate methodologies.

INSIGHT COMMUNICATIONS – Irving, TX **2004 - 2006**
Market Analyst

Supplied market research program design and product management/development for 9th largest Cable operator in the U.S.A. Managed and created a self install kit for product installation projected to generate \$2.5M cost savings annually.

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VERIZON COMMUNICATIONS INC. – Dallas / Fort Worth, TX

1997 - 2003

Senior Staff Consultant – Market Strategy / Acquisition

2003

Created corporate blueprint for growing customer base in maturing market while retaining existing customers in an increasingly competitive broadband marketplace. Finalized recommendations for 2004 marketing strategy and segmentation scheme, supporting the goal to increase revenue while reducing costs. Designated leader of cross functional teams from IT, finance, marketing, web development and customer service for online DSL product.

- Created multicultural marketing plan for online DSL service. Decreased planned company expenditures by \$5M by focusing on the appropriate places to present in-language materials including Spanish and Chinese to reach target, underserved markets.
- Managed data sourcing team responsible for developing requirements and overseeing completion of closed loop marketing database that aggregated information from disparate systems. Centralized and consolidated all disparate information about customer contact from 20+ systems to one relational Oracle database.
- Created research library to increase general and specific knowledge of broadband product category.
- Developed model integration plan to actualize demographic and behavioral data on potential and current DSL customers.
- Identified value added services to basic access product that would generate optimized revenue for national rollout. Devised and instituted a plan that generated revenue from vendor partnerships as well as DSL service alone.
- Represented Verizon at Yankee Group's Connected Consumer Summit in NYC and member of invitation only VZ conference.

Senior Marketing Manager – Retention Management

2000 – 2002

Developed strategic programs to increase customer retention for the Verizon Online DSL brand. Promoted internally and recognized with national awards for exemplary contributions. Managed creation and training of 40 person national retention team. Standardized processes and offers utilized by representatives.

- Drove \$60K in savings per annum by developing comprehensive research program methodology producing more actionable results than the previous version for the management team.
- Led cross-functional "ICE" Team that redesigned the Verizon Online DSL self install kit. Conducted usability groups in Boston, New York, Dallas, and Tampa. Won industry and company awards for excellence in the category. As a result:
 - Increased customer satisfaction by 10% over 8 months
 - Increased success rate from 13% to 100%
 - Decreased churn by an average of 30% over 8 months
 - Decreased install time from 2+ hours to 30 minutes
 - Designed CD auto play video for DSL installation
 - Recipient of VZ Excellence Award for efforts
- Saved \$30K in marketing research and various pilot project costs by fielding in-house project that defined 2003 pricing strategy. Won Verizon Online Consumer Marketing Inaugural "Jack Be" award for efforts.
- Researched customer needs to establish requirements for development of Control Pad, a desktop application designed to meet the content needs of Verizon Online customers.

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Specialist – Research and Development

- Consulting with field managers nationwide. Improved overall customer satisfaction by 20% in one year by performing ad-hoc data analysis projects, maintaining and developing advanced metrics to evaluate customer opinion, including indexing methodology utilizing hierarchical regression and structural equation modeling.
- Provided high-level social science research expertise in the area of sampling strategies, data analysis, and research design for research program tied to a company-wide management incentive compensation system.

Staff Administrator – Customer Opinion Research

- Managed all customer satisfaction programs related to the ILEC (incumbent local exchange carrier) for GTE worldwide including eight nationwide surveys, six local-residential and two relationship surveys.
- Maintained and developed all research vendor relationships. Responsible for quality assurance and scheduling, overseeing methodology and actual production, analyzing metrics and served as primary liaison to several research companies in the Honomichl top 50.
- Performed administrative tasks, created and developed cross-functional teams for independent research.
- Created documentation program utilized by entire Quality Measurements and Results department.
- Moderated focus groups and enacted plan that reduced employee attrition in Tampa sales center by 20% and decreased cost of new employee training by 10% (while adding management soft-skills curriculum).

SERVICE STRATEGIES INTERNATIONAL (*Independent Research Firm*), Dallas, TX

1996 – 1997

Senior Project Manager / Qualitative Research Specialist

Responsible as account manager for research projects from sale to completion, including project design, pricing, proposal writing, questionnaire and survey design, focus group moderation, database management, qualitative and quantitative analysis, report generation, and presentations. Specialist in customer / employee satisfaction measurement, focus group management.

- Presented results to clients and served as the primary client contact. Clients included: Brinks, Alcatel, TXU Gas, TXU Energy, Trinity Industries, Citicorp, representing \$350K of SSI's annual revenue.

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