




Marlene Orozco, PhD

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Highly trained researcher with 7+ years of experience building research programs and leading research in academia, nonprofit, and the tech sector to inform policy and optimize product. Skilled in quantitative and qualitative methods, data analysis, and project management. Demonstrated success in publication. Proven ability to collaborate with cross-functional teams and communicate complex research findings to diverse audiences.

Education

- **Doctorate (Ph.D.) in Sociology**, Stanford University
- **Master of Arts in in Education Policy and Management**, Harvard Graduate School of Education
- **Bachelor of Arts in Sociology with honors**, Stanford University

Employment History

Founder and CEO at Stratified Insights Research Consulting, Los Angeles

December 2019 – Present

- Develop and implement academic-grade research solutions that align with client needs including research design, data governance, thought-leadership reports, impact evaluations, UX, and market research.
- Research has driven the development and funding for new programs, increased organizational data use by 150%, generated media traction and event attendance, and elevated brand reputation.

Global Policy Research Manager at Meta (formerly Facebook), Los Angeles

April 2022 – July 2023

- Develop, design, and manage large scale, global studies addressing key tech policy questions, focused on economic impact and opportunity, and used to inform government hearings and regulatory frameworks (e.g., research featured in Meta's response to Australian Attorney-General's Dept. on privacy act).
- Strategically align relevant policy research trends and issues to Policy goals and inform Meta's strategy on creator economy, including cultivating influential academic researchers in NORAM, APAC, and LATAM.
- Work cross-functionally with stakeholders, including Regional Policy, Comms, Legal, Data Science, and Marketing teams to disseminate research products on topics such as the creator economy and metaverse, obtaining coverage in several influential media outlets, averaging 4M in earned media potential reach, and landing key messages on economic value of metaverse.
- Led UXR for updated global policy research dashboard tripling use among depts to 24 and growing number of individual users by 174%; Customizable collateral averages 10K reach press, policy, and internal.
- Manage relationships with external partners conducting research supporting the Policy agenda and collaborate on thought-leadership with academics.

Associate Research Director at Stanford Graduate School of Business, Stanford

April 2017 – April 2022

- Conducted applied research including survey design of 10K+ small business study on capital challenges.
- Lead author of annual State of Latino Entrepreneurship reports (2017-2021) and several bespoke research products including collaborative reports with the Federal Reserve Bank of NY and Bain & Company; research cited in 100s of media outlets including Bloomberg, MarketWatch, Forbes, CNN.
- Managed external relationships and led research and policy discussions with key partners including U.S. Joint Economic Committee, National League of Cities, and California State Treasurer, among others, resulting in increased research citations and informing new program creation.
- Managed research team, budget, and led strategic planning for the group.
- Organized and hosted annual public research forums attended by over 1,000 virtual and 650 in-person business leaders, policymakers, researchers, and students.
- Led annual impact evaluation study of our research and programmatic efforts.

(Skills, Publications, and Awards continued on the next page)

Skills

- Statistical analysis: Stata, R
- Qualitative research methods: interview techniques, focus groups, case studies
- Project management: project planning, team leadership, budget management
- Communication: clear and synthesized writing, media and public speaking, data visualization
- Leadership: improving systems, impact measurement, partnering, building inclusion

Publications

Peer-Reviewed Journal Articles

- “Challenges and Opportunities Facing Latinx Entrepreneurs.” *EBSCO Pathways of Research*, 2022.
- “Ongoing Impact of COVID-19 on Minority-owned Businesses.” *EBSCO Pathways of Research*, 2022.
- “The Salience of Ethnic Identity in Entrepreneurship: An Ethnic Strategies of Business Action Framework.” *Small Business Economics*, 2021.
- “Prompts, not Questions: Crafting Better Interview Protocols.” *Qualitative Sociology*, 2021.
- “Reconceptualizing the Enclave: Measuring Success Among Latino-Owned Businesses.” *Social Science Quarterly*, 2020.
- “Reaching Unconnected Caregivers: Using a Text-Message Education Program to Better Understand How to Support Informal Caregivers Role in Child Development.” *Journal of Early Childhood Research*, 2019.

Books

- *Advancing U.S. Latino Entrepreneurship: A New National Economic Imperative*. West Lafayette, Indiana: Purdue University Press, 2020.

Research Reports

- *Digital Journey of SMEs in Australia*. Boston, MA: Thoughtlab Group, 2023.
- *The Rise of the Creator Economy*. Miami, FL: Creative Class Group, 2022.
- *U.S. Black-Owned Businesses: Pre-pandemic Trends and Challenges*. Stanford, CA: Stanford Graduate School of Business, 2021.
- *State of Latino Entrepreneurship*. Stanford, CA: Stanford Graduate School of Business, 2017-2021.
- *Closing the Capital Gap: Fueling the Promise of Latino-owned Businesses*. Boston, MA: Bain & Company, 2021.
- *The Ongoing Impact of COVID-19 on Latino-owned Businesses*. Stanford, CA: Stanford Graduate School of Business, 2020.
- *Capitalizing Growth Among Ethnically Diverse and Women-Owned Business Enterprises*. Washington D.C.: National Association of Investment Companies, 2020.
- *The Impact of COVID-19 on Latino-owned Businesses*. Stanford, CA: Stanford Graduate School of Business, 2020.
- *Latino-Owned Businesses: Shining a Light on National Trends*. New York, NY: Federal Reserve Bank, Stanford Latino Entrepreneurship Initiative, Interise, 2018.
- *The U.S. Latino Entrepreneurship Gap: A Comparative Measure of Latino Entrepreneurship Activity*. Stanford, CA: Stanford Graduate School of Business, 2018.

Awards

- Stanford Community Impact Award, Stanford Alumni Association, 2020.
- 40 Under 40: Top Young Professionals, Silicon Valley Business Journal, 2018.
- Ernesto Galarza Prize for Excellence in Graduate Student Research, 2017.
- Award for Outstanding Senior Thesis in Sociology, 2010.
- Walk the Talk Service Leadership Award, Haas Center for Public Service, 2010.