



David McConnell

Senior Consultant

Position with Firm

2023–present **Senior Consultant.** Provides research, strategic counsel, and thought partnership on local, state, and national policy. He also facilitates strategic planning, advisory boards, focus groups, and state workgroups and helps clients identify and implement innovative approaches through applied research.

Previous Professional Experience

- 2022–2023 **Program Coordinator, Cultural Advocacy Network of Michigan,** Lansing, Michigan. Worked with the board of directors to create and manage the organization’s budget; wrote, submitted, and reported on grants; managed communications, fundraising, and membership development; provided oversight and management of advocacy activities.
- 2021–2023 **Independent Consultant,** East Lansing, Michigan. Developed questions and methodological strategy for an internal demographic census survey of board and staff for a national affiliate organization; analyzed survey data, provided recommendations, and reported on findings.
- 2016–2021 **Vice President and Director for Workforce Development Policy, Public Policy Associates,** Lansing, Michigan. Supervised and provided guidance to research staff, managed professional development plans and career goals, and allocated resources for projects and business development. Additionally, oversaw hiring processes and collaborated with leadership on staffing and development budgets. Increased visibility in workforce policy, secured new business, and fostered client relationships. Also managed research staff, spearheaded cross-functional initiatives, and presented research findings to stakeholders.
- 2012–2016 **Director of Market Development, Public Policy Associates,** Lansing, Michigan. Led overall business development and market positioning. Aligned business development, marketing, and communications with the firm’s strategic direction, managed activities across staff, and developed strategies for creating new business opportunities.

2007–2021 **Researcher**, *Public Policy Associates*, Lansing, Michigan. Managed research projects from inception to completion, maintained client relationships, and collaborated with partners, subcontractors, and vendors. Created public reports and presentations for clients and stakeholders. Conducted qualitative and quantitative research for grant evaluations, strategic planning, and evidence-based policy. Supervised junior research staff, conducted site visits, focus groups, and facilitation. Worked to ensure team success, improve efficiency, and manage project costs. Areas of research included workforce and talent development, postsecondary and adult education, affordable housing, regional economic development, and food systems.

Education Michigan State University, BA in Philosophy
Western Michigan University, MPA in Nonprofit Leadership and Administration