

Resume

Orie V. Kristel IV

Overview

Dr. Orie Kristel is a social psychologist whose academic training focused primarily on the study of accountability and research design. He has additional academic training in the areas of attitude and behavioral measurement, political psychology, social influence, and advanced statistical analysis.

He has over 15 years of professional and consulting experience with branding / positioning research, public opinion polling, program evaluations, product testing, and marketing / communications studies. His market research firm's clients include multinational businesses, regional (Ohio) organizations and agencies, and local (Central Ohio) organizations and agencies.

Office Address

The Strategy Team, Ltd.
3805 North High Street, Suite 202
Columbus, OH 43214
Phone: 614-447-8844
Fax: 614-447-3176
E-mail: orie@strategyteam.com
Website: <http://strategyteam.com>

Education

B.S., Ursinus College (in Psychology, Magna Cum Laude), 1997
M.A., The Ohio State University (in Social Psychology), 1999
Ph.D., The Ohio State University (in Social Psychology), 2001

Employment

1997-2000	Research Assistant, The Ohio State University
1998-2001	Research Associate, The Strategy Team, Ltd.
2000-2001	Teaching Assistant, The Ohio State University
2001-2008	Director of Projects, The Strategy Team, Ltd.
2008-present	Principal/Owner, The Strategy Team, Ltd.

Professional and Consulting Experience-General

2CO.com

Action for Children

Adena Health System

Alliance Data

Belmont Technical College

Burgess & Niple

Capital Crossroads Special Improvement District

Central Ohio Transit Authority

Chase Bank

Children's Hunger Alliance

City of Columbus, Ohio

City of Dublin, Ohio

City of Upper Arlington, Ohio

City of Westerville, Ohio

Claire's

Columbus Academy

Columbus Blue Jackets

Columbus Medical Association Foundation / Access HealthColumbus

Columbus Public Health

Columbus Speech and Hearing Center

Columbus State Community College

Community Shelter Board

Dave Thomas Foundation for Adoption

Delaware General Health District

DirecTV

Drug-Free Action Alliance

Heartland Homes

Icing

Licking County Health Department

L.L. Bean
Maronda Homes
Mount Carmel Health System
National Federation of Independent Businesses
Nationwide Arena
Nationwide Realty Investors
Ohio Afterschool Network
Ohio Department of Agriculture
Ohio Department of Development
Ohio Department of Education
Ohio Department of Health
Ohio Department of Job & Family Services
Ohio Environmental Protection Agency
Ohio Grantmakers Forum
Ohio Hospice and Palliative Care Organization
Ohio Livestock Council
Ohio Poultry Association
Ohio Willow Wood
Phi Kappa Psi
Ross Products Division of Abbott Laboratories
SRA/McGraw Hill
Stanley Steemer
Stenhouse Publishers
The Columbus Foundation
The Ohio State University
United Way of Central Ohio
Westfield Insurance
White Castle
Wrigley
Zaner Bloser, Inc.

Professional and Consulting Experience-Litigation Research Support

Arias, Ozzello & Gignac, LLP, Los Angeles, California
Cohelan & Khoury, San Diego, California
Kershaw, Cutter & Ratinoff, LLP, Sacramento, California
Khorrami Pollard & Abir LLP, Los Angeles, California
Law Offices of Kevin T. Barnes, Los Angeles, California
Leonard Carder, LLP, San Francisco, California
Qualls & Workman, LLP, San Francisco, California
Rukin Hyland Doria & Tindall LLP, San Francisco, California
Wynne Law Firm, Greenbrae, California

Academic Publications

- Kristel, O.V., Young, J., Ruley, K., Seidel, L., Krch, D., Nonnemacher, J., Helfand, D., & Ogiba, S. (1996). Apathy correlates with self-esteem: A study of personality. *Modern Psychological Studies, 4*, 48-51.
- Kristel, O.V., Fielding, S., & Chambliss, C. (1997). An Outcome Assessment of a High School Peer Helpers Program. *Education Research Information Center (ERIC) research report.*
- Kristel, O.V., Young, J., & Chambliss, C. (1997). High School Students' Perceptions of Adolescent Problems. *Education Research Information Center (ERIC) research report.*
- Kristel, O.V. (1999). Coping responses to accountability demands: The moderating effect of attitude strength dimensions. Degree: Master of Arts, Psychology, Ohio State University.
- Tetlock, P.E., Kristel, O., Elson, B., Green, M., & Lerner, J. (2000). The psychology of the unthinkable: Taboo trade-offs, forbidden base rates and heretical counterfactuals. *Journal of Personality and Social Psychology, 78*, 853-870.
- Kristel, O.V. (2001). Why we do what others ask of us: The effects of normative appropriateness, procedural justice, and accountability. Degree: Doctor of Philosophy, Psychology, Ohio State University.
- McGraw, P., Tetlock, P.E., & Kristel, O. (2003). The limits of fungibility: Relational schemata and the value of things. *Journal of Consumer Research, 30*, 219-229.

Tetlock, P.E., McGraw, A.P., & Kristel, O. (2003). Proscribed forms of social cognition: Taboo trade-offs, blocked exchanges, forbidden base rates, and heretical counterfactuals. In N. Haslam (Ed.), *Relational models theory: A contemporary overview*. Mahwah, NJ: Erlbaum.

Conference Presentations

Kristel, O.V., McGraw, A.P., & Tetlock, P.E. (1999, June). *Relational schemata and the meaning of things: The limits of fungibility*. Presented at the annual meeting of the Association for Psychological Science, Denver, CO.

McGraw, A.P., Kristel, O.V., & Tetlock, P.E. (1999, June). *A social relational approach to object ownership: The effect of value tradeoffs*. Presented at the annual meeting of the Association for Psychological Science, Denver, CO.

Kristel, O.V. & Tetlock, P.E. (2000, February). *Putative biases in social cognition: Do both disease and cure depend on the political beholder?* Presented at the annual meeting of the Society for Personality and Social Psychology, Nashville, TN.

Kristel, O.V., Elson, S.B., & Tetlock, P.E. (2000, February). *The Psychology of the Unthinkable: Heretical counterfactuals and people as intuitive theologians*. Presented at the annual meeting of the Society for Personality and Social Psychology, Nashville, TN.

Kristel, O.V., Green, M.C., & Brock, T. (2000, May). *Increasing preferences for real vs. ersatz social interaction: The effect of mortality salience*. Presented at the annual meeting of the Midwestern Psychological Association, Chicago, IL.

Community Presentations

Kristel, O.V. (2005, October). The “Tricks and Treats” of Program Evaluation. Presented to FIRSLINK (now HandsOn Central Ohio), Columbus, OH.

Kristel, O.V. (2008, December). Program evaluation in the public health context. Presented to Delaware General Health District, Delaware, OH.

Kristel, O.V. (2009, May). Program Evaluation – Why You Should Bother and How You Can Do It. Presented to Children’s Hunger Alliance IMPACT Partnership, Columbus, OH.

Kristel, O.V. (2010, March). Intro to Market Research and Market Segmentation. Presented to Gahanna Lincoln High School's DECA (Marketing) Program, Gahanna, OH.

Honors

- 1997 Phi Beta Kappa (National Academic Honor Society)
- 1997 Psi Chi (National Academic Honor Society: Psychology)
- 1997 Phi Alpha Theta (National Academic Honor Society: History)
- 1997 University Fellowship, The Ohio State University
- 1998 National Institute of Mental Health Graduate Training Grant
- 2001 Unity Teaching Recognition Award, The Ohio State University
- 2007 Appointed as Social Science Research Advisor to the Ohio Department of Jobs and Family Services (with Dr. Amanda Scott)

Professional Affiliations

- American Association of Public Opinion Research
- American Marketing Association
- Market Research Exchange of Central Ohio
- Ohio Program Evaluators' Group
- Society for Consumer Psychology

Civic / Board Leadership

- 2008 Directions for Youth and Families / Crittenton Community School:
Board Member
- 2009 Clintonville Rotary: Charter Member
- 2009 Ursinus College: President's Advisory Council Member