

## 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 16 years of professional and consulting experience with public opinion polling, branding / positioning research, program evaluations, product testing, and marketing / communications studies. His 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](mailto: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  
AEP Ohio  
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 Wadsworth, Ohio  
City of Westerville, Ohio  
Claire's  
Climate Central  
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

Hartford Insurance Group  
Heartland Homes  
Human Service Chamber of Central Ohio  
Icing  
Licking County Health Department  
Lifebio.com  
L.L. Bean  
Maronda Homes  
Mount Carmel Health System  
National Federation of Independent Businesses  
Nationwide Arena  
Nationwide Realty Investors  
Nova Southeastern University  
Ohio Afterschool Network  
Ohio Dairy Producers Association  
Ohio Department of Agriculture  
Ohio Department of Education  
Ohio Department of Health  
Ohio Department of Job & Family Services  
Ohio Development Services Agency / Ohio Office of Tourism  
Ohio Environmental Protection Agency  
Ohio Grantmakers Forum  
Ohio Hospice and Palliative Care Organization  
Ohio Insurance Institute  
Ohio Livestock Council  
Ohio Poultry Association  
Ohio Soybean Council  
Ohio Willow Wood  
Perry County Health Department  
Phi Kappa Psi

Ross Products Division of Abbott Laboratories  
SRA/McGraw Hill  
Stanley Steemer  
Stenhouse Publishers  
Skoll Global Threats Fund  
Stanford Woods Institute for the Environment (Water in the West)  
Solid Waste Authority of Central Ohio  
Summit/Akron Solid Waste Authority  
The Columbus Foundation  
The Ohio State University  
United Way of Central Ohio  
Westfield Insurance  
White Castle  
Wrigley  
United States Livestock Producers  
Zaner Bloser, Inc.

Professional and Consulting Experience-Litigation Research Support

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  
Stratus Consulting  
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 FIRSTLINK (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

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|------|---|
| 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  
Ohio Program Evaluators' Group  
Society for Consumer Psychology

Civic / Board Leadership

2008-present	Directions for Youth and Families / Crittenton Community School: Board Member
2009-present	Clintonville Rotary: Charter Member
2009-2011	Ursinus College: President's Advisory Council Member