

JAMIE RANDALL MCCALL

Research Strategy · Longitudinal Data Collection · Mixed-Methods Design

LET'S CHAT RESEARCH



jamiermccall.com



info@jamiermccall.com



jamiermccall

EDUCATION

University of North Carolina at Chapel Hill · Knapp-Sanders School of Government

Master of Public Administration

August 2006 – May 2008

University of North Carolina at Pembroke · Maynor Honors College

Bachelor of Arts in Political Science and Philosophy, *Summa Cum Laude*

August 2003 – May 2006

SKILLS & TOOLS

Research Methods: Mixed-methods design · Longitudinal survey research · Semi-structured interviews · Questionnaire design · Program evaluation

Tools & Platforms: Qualtrics · Salesforce · AI-enabled analysis and reporting workflows

Leadership & Operations: Research portfolio management · Data governance · Vendor strategy · Team supervision · Executive and board communication

SUMMARY

Research and insights leader with 10+ years of experience building programs that strengthen how organizations use evidence to drive decisions. Proven record advising C-suite and board audiences — including governing a 44-project research portfolio, driving a 47% year-over-year increase in survey participation, and cutting analysis cycle time from two weeks to one day through AI-enabled workflows. Known for scaling research operations across matrixed teams and distilling complex findings into clear, decision-ready narratives, with work covered by the *New York Times*, CNBC, and NPR.

PROFESSIONAL EXPERIENCE

Firm Enterprise Solutions Associate Director, Research and Insights

June 2026 – Present

Greenhouse Activated Insights · Clients, Strategy, & Growth · Deloitte

- Design and manage a C-suite and board research program that produces comparable data across positions while preserving role-specific nuance.
- Create and implement a unified research architecture grounded in methodological rigor and focused on actionable findings for executives and boards.
- Serve as the central research connector across functional departments and growth offerings to ensure findings are translated into narratives that positively impact client experiences.
- Build a research vendor strategy spanning selection, performance management, and compliance with data governance and quality standards.

Firm Specialist Manager, Strategic Insights & Thought Leadership

January 2023 – June 2026

Center for Board Effectiveness · Executive Accelerators · Growth & Purpose · Deloitte

- Developed the Center's research strategy, using a portfolio approach to align flagship studies and emerging topic briefs with stakeholder priorities and business objectives.
- Built the Center's research portfolio management capability, creating a centralized operating model to govern 44 completed and active projects.
- Implemented AI-enabled research workflows that reduced survey data analysis cycle time from approximately two weeks to one day and automated stakeholder reporting.
- Directed primary data collection for the *Audit Committee Practices Report* survey, redesigning the questionnaire and participant engagement approach to drive a 47% year-over-year increase in responses.
- Created the *Governance Lens* format to extend the reach of existing Deloitte research to board audiences and support collaboration with the Chief Executive Program and Center for Integrated Research.
- Co-led analysis for the *Missing Pieces Report*, 7th edition, a flagship board representation study with findings covered by the *New York Times*, CNBC, MSNBC, and NPR.

Research Team Lead, Social Entrepreneurship and Community Finance

January 2023 – June 2026

Health Institute · Purpose Office · Deloitte

- Led a mixed-methods study on the ROI of healthcare-focused social enterprises that paired a survey of enterprise leaders (n=200) with interviews of ecosystem support organizations (n=22).
- Owned research execution end to end: survey design, semi-structured interview questionnaire creation, and data analysis protocols.
- Organized and led a working group of three nonprofit Community Development Financial Institutions (CDFIs), connecting Deloitte research capacity to applied industry questions.
- Authored a CDFI research agenda with Raza Development Fund and Opportunity Finance Network that was presented at three national conferences.

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PROFESSIONAL EXPERIENCE (CONTINUED)

Vice President, Economic Development Policy

May 2018 – January 2023

Carolina Small Business Development Fund

- Provided dotted-line supervision for three full-time staff in development, compliance reporting, and strategic initiatives.
- Designed and managed a longitudinal survey of small business loan clients, using automated Salesforce outbound messages to trigger Qualtrics distributions at set intervals and track growth over time.
- Built and maintained a data quality program combining data-entry standards with random record sampling to improve consistency and reliability across systems.
- Established formal research partnerships with universities and state agencies to expand organizational research capacity and strengthen external credibility.

Research Team Lead

May 2018 – January 2023

Economic Development Partnership of North Carolina

- Supervised two analysts and was responsible for providing economic, demographic, and labor data to support existing industry expansion and business recruitment.
- Designed and automated a statewide survey of site-selection consultants for business-recruitment projects the state won or lost, using Salesforce workflows for deployment and Qualtrics response mapping for reporting.

SELECTED PUBLICATIONS

- [What directors' career histories reveal about *Fortune 100* board capabilities](#) (2026, May). *Deloitte Insights*. Center for Integrated Research. With C. Davine, T. Murphy, E. Molacek, and C. Schoenecker.
- [Balancing mission and measurement: Institutional pressures on evaluation practices in nonprofit community development loan funds](#) (2026). *Journal of Urban Affairs*, 1-31. doi: 10.1080/07352166.2026.2645849. With T. Williams, N. Prochaska, and T. Thetford.
- [The role of social capital in economic development](#) (2025). In *A Research Agenda for Social Capital in Economic Development*, 281–300, edited by İ. Akçomak and J. Peiró-Palomino. Cheltenham, UK: Edward Elgar. doi: 10.4337/9781035315826.00022. With M. Berner, A. Brown-Graham, and T. Williams.
- [Five research priorities for Community Development Financial Institutions \(CDFIs\)](#) (2023). Deloitte, Raza Development Fund, and Opportunity Finance Network. With E. Vivanco and A. Smith.
- [Community development financial institution program evaluation: A luxury, not a necessity?](#) (2021). *Community Development*, 54(1), 91–121. doi: 10.1080/15575330.2021.1976807. With M. Hoyman.