

Braden Agpoon

Research Director with seven years of custom survey research, leading each project from the first client call through the final presentation and managing a team of analysts. Strength in advanced quantitative methods including conjoint, MaxDiff, segmentation, pricing analysis, TURF, and driver models. Produces and executes custom research plans to generate bespoke datasets and distill them into senior stakeholder-facing deliverables that directly inform strategic decision-making. Building and iterating on AI tooling and workflows for designing, executing, and managing both the research process and my team of analysts across 20 to 25 live projects at a time.

LOCATION
Washington, DC
EMAIL
braden.agpoon@gmail.com

EXPERIENCE

HANOVER RESEARCH
ARLINGTON, VA

Research Director, Corporate Research

Feb 2024 – Present

Research Director (Acting)

Dec 2022 – Feb 2024

- Manage 20 to 25 concurrent engagements, scoping each with the client, setting the schedule, and driving each one through survey design, programming, fielding, analysis, and the final presentation, in technically complex sectors, chiefly medical devices, building products and construction, industrial systems, and B2B software
- Design and lead custom survey studies, 178 delivered since 2023, spanning brand equity and tracking, attitude and usage, needs assessment, concept and message testing, path-to-purchase, customer satisfaction, and market sizing, along with advanced-methodology work in conjoint, MaxDiff, TURF, Gabor-Granger pricing, driver analysis, and k-means clustering segmentation
- Draw on hundreds of senior-decision-maker engagements to calibrate each program's methodology, pacing, and deliverable shape, from executive briefs for the C-suite to tactical readouts for product teams to public-facing thought leadership
- Manage and develop the analysts who execute those projects: assign the work, review every questionnaire and report before it reaches a client, and coach analysts from their first project to running engagements on their own
- Transformed my team into a de facto AI incubator: put analysts on AI experiments inside live projects, directed what was tried, assessed efficacy and efficiency, and eventually packaged and rolled up the best processes into an overhaul of core processes department-wide
- Built bespoke AI agents to augment my own research workflow at every stage: questionnaire parsing and review, automated survey programming, soft-launch data-quality monitoring, and analysis-report data and narrative checking.

Senior Survey Analyst, Corporate Research

Mar 2022 – Dec 2022

- Served as lead analyst on the most complex client engagements while mentoring junior analysts
- Implemented advanced quantitative methodologies including MaxDiff, conjoint analysis, and k-means clustering segmentation
- Maintained data integrity through quality assessment protocols across the team portfolio

Survey Analyst, Corporate Research

Mar 2020 – Mar 2022

- Independently executed 100+ custom research projects across dozens of clients and industries
- Managed the full project lifecycle from questionnaire design through analysis and client presentation

	Content Analyst, Corporate Research Mar 2019 – Mar 2020 - Conducted secondary research producing 40+ reports on market sizing and competitive intelligence - Designed interview guides and conducted qualitative in-depth interviews with industry stakeholders	
GRIDIUM ENERGY SOLUTIONS WASHINGTON, DC	Energy Data Analyst, Engineering (part-time) Oct 2018 – Jul 2024 - Analyzed large-scale energy consumption data for commercial buildings, identifying trends and anomalies relevant to carbon reduction and cost optimization - Distilled complex analytical results into practical, decision-ready insights for non-technical building managers	
SOCIAL IMPACT WASHINGTON, DC	Senior Program Assistant, Impact Evaluation Jan 2017 – Jul 2018 Program Assistant, Impact Evaluation Apr 2016 – Jan 2017 - Supported design and implementation of randomized controlled trials evaluating USAID development programs across Central America, East Africa, and the Pacific - Led training of 100+ field enumerators in Accra, Ghana for baseline data collection on an education evaluation - Produced data visualizations, policy briefs, and stakeholder presentations delivered to USAID and MCC officials - Managed quantitative data cleaning and analysis across three to five concurrent multi-country evaluations	
EDUCATION		
UNIVERSITY OF CALIFORNIA, SAN DIEGO SCHOOL OF GLOBAL POLICY AND STRATEGY	Master of International Affairs June 2015 Specializations: International Economics, Data Analysis, Latin America	
UNIVERSITY OF KANSAS LAWRENCE, KS	B.A. International Studies and B.A. Spanish June 2013	
ADDITIONAL		
TECHNICAL	AI agent development and workflow integration, Qualtrics, Python, Stata, Power BI	
LANGUAGES	English (native), Spanish (professional working proficiency), Brazilian Portuguese (limited working proficiency)	