

EMILY RADEL

Professional Experience

The Tobin Center for Economic Policy at Yale University, October 2020-Present

A Center at Yale University that provides a platform for national, non-partisan policy impact that is relevant, non-partisan and provides practical solutions that strengthen families, communities and the nation.

Associate Director, Health Policy

Development of strategy for the Tobin Center and collaborators within and outside of the University

- Develop and implement a strategic vision and work plans for the Tobin Center including identifying and supporting new research projects and collaborations.
- Recommend structural and programmatic adjustments based on full knowledge of missions, goals, and objectives.
- Advise the Executive Director on broad range of strategic, development, and communications issues related to research and policy development opportunities
- Manage ongoing partnerships with local, state, national, and non-governmental organizations focused on health research, policy development and implementation.
- Identify new opportunities for expanding the Tobin Center collaborations within Yale and among other academic and non-academic organizations locally and nationally.
- Seek external funding opportunities and assist with the submission of grant proposals for Tobin initiatives.
- New program and fund development, catalyzing research program development in health and domestic policy throughout the University and with external collaborators.
- Develop the Tobin Center programs (to make strategy manifest). Envision and direct communications to support strong communication and promote visibility of the Tobin Center initiatives and programs both inside and outside Yale through strategic outreach, conference attendance, special events, media and other avenues.
- Assumes primary accountability to initiate, design, and manage the compilation of program communications; identifying outreach potential and promoting philanthropic and collaborative support of the program.
- Envision and execute the communications efforts for The Tobin Center. Contribute to the development and assist in the management of content on the program's website and monitors all changes and additions to the editorial content.

TapSnap DC, August 2014-Present

Custom photo and video activations at events for commercial, non-profit, government, and consumer clients and sponsors

Co-Founder and Head of Marketing, Sales, and Personnel

Responsible for crafting marketing message, developing sales process, customer and sponsor adoption of products, hiring/training/managing staff, and event execution for a start-up company

- Owned all revenue lines for the start-up organization.
- Sold custom photo and video entertainment packages to a wide range of clients including commercial, non-profit, government, and consumer.
- Procured new business via demonstrations, industry events, referrals, channel partners, and targeted email campaigns.
 - Packages are priced at a substantial premium compared to competitors (i.e., several multiples higher); skilled at persuading customers to purchase higher-priced superior products.
 - Renewals and upsells obtained via onboarding and training cadence.
 - Identified and overcame any client objections and challenges.
- Crafted sales messages and created marketing content including brochures, presentations, pitch decks, proposals, competitive fact sheets, and product collaterals for various market segments.
- Hired, onboarded, trained, staffed, and mentored 12 customer-facing phototainment specialists and 16 assistants.
- Administered Zoho and then successfully transitioned to managing HubSpot (CRM systems).
- Obtained customer testimonials and reviews.

Charles River Associates (“CRA”), November 2009–August 2011

Global consulting firm, Transfer Pricing Practice

Senior Associate (part-time)

Responsible for business development and retention, managing economists preparing complex analyses, interpreting data, and authoring reports for both governmental agencies and private clients for transfer pricing studies and litigation matters

- Procured additional business from existing clients via meetings and telephone conversations – prepared presentations and slide decks for these meetings.
- Authored client deliverables including transfer pricing reports.
- Conducted data analyses for expert witness testimony, receiving accolades for accuracy.
- Provided guidance for 5 economists in the Washington, DC office on specific projects.

NERA Economic Consulting, June 2001–December 2008

Boutique economic consulting firm, Intellectual Property Practice

Senior Consultant

Responsible for recruiting, hiring, training, mentoring, and managing the Intellectual Property practice team in Washington, DC; business development and retention; conducting interviews of scientific researchers for valuation purposes; conducting complex analyses; interpreting data; and authoring reports that were published in peer review journals and reports used for governmental agencies and private clients

- Responsible for hiring, training, and development of research employees and administrative staff.
- Obtained new business via referrals, meetings, telephone conversations, and proposals.
- Worked directly with clients from inception through conclusion of projects and then generated repeat business.
- Managed team of researchers and economists to clearly define a project; conduct complex analyses using SAS, SQL, Access, Excel, and Macros; distill complex analyses into understandable charts, graphs, and reports; tour R&D and manufacturing facilities to interview senior scientists and executives; analyze contracts and perform valuation analyses; author reports summarizing results; and present results to clients and regulatory agencies.
- Authored reports on novel approaches for academic publications in peer review journals.

Education

Washington University in St. Louis, June 1997-May 2001

B.A., Economics and Business Management

Honors:

- Summa Cum Laude.
- Phi Beta Kappa.
- Recipient of the Hyman P. Minsky award for thesis.
- GPA Overall: 3.89/4.0; Economics: 3.97/4.0; Business Management: 4.0/4.0.
- Elected to Student Union where I planned and executed campus-wide events and oversaw budget allocation to student groups