

# A . E S I N S I L E , P h . D .

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## E X P E R I E N C E

MINDBRIDGE PARTNERS, Boston, MA

2015-present

*MindBridge Partners is an advisory firm focused on learning and innovation. MindBridge provides the rapid development and deployment of solutions for organizations navigating industry transformation. As a dedicated team of professionals with extensive knowledge and experience, MindBridge supports the needs of organizations around the world through data-driven analysis and strategy execution.*

### **Partner and CEO**

- Advise educational institutions and organizations on how to leverage data-driven research, innovation, and technology for operational efficiency, growth, and strategic advantage.
- Provide market research and strategic consulting to education technology companies.

BOSTON COLLEGE, Chestnut Hill, MA

2016-present

*A Jesuit Catholic university dedicated to uniting academic excellence with leadership and service to society.*

### **Adjunct Faculty**

COLLEMARK, Boston, MA

2016-present

Connects students, counselors, and colleges worldwide to elevate search and admission process

### **Senior Strategic Advisor**

MAGUIRE ASSOCIATES, Concord, MA

2013-2015

*Maguire Associates is a boutique consulting firm that provides data-driven solutions to educational institutions. Since its founding in 1983, Maguire has served over 500 institutions, including independent and public secondary schools, private and state colleges and universities, and consortia and professional education associations.*

### **Associate Vice President of Research**

- Provided data-driven solutions and strategies to education clients for their enrollment and retention challenges. Led consulting engagements primarily in the areas of strategic planning, program demand assessment, revenue and pricing optimization, retention analysis, alumni cultivation, and marketing and communications. Clients include public and private universities and colleges and private secondary schools.
- Managed a complex strategic planning analysis for a reputable University in the areas of internal organization and operations, market positioning, messaging, deployment of financial assistance, and tuition pricing. Research provided insights on how to successfully differentiate itself in the face of competition and led the University to develop a five-year strategy plan.
- Conducted a program demand assessment for a prestigious college with multiple campuses. Recommendations led the President to prioritize program offerings and cancel a few suggested programs.

ANALYSIS GROUP, Boston, MA

2007-2012

*Analysis Group provides economic, financial, and business strategy consulting to law firms, corporations (including many Fortune 500 companies), and government agencies, and works with an extensive network of experts at leading universities to develop analyses and insights for its clients.*

**Economist**

- Represented 11 defendants with \$675B in sales in electronics. Analyzed class certification, liability, and damages issues related to global price-fixing allegations. Analysis led to multiple settlements amounting to over \$1.5B.
- Investigated antitrust violations and patent infringement matters related to brand and generic drug manufacturers. Conducted extensive research regarding antitrust violations in pharmaceutical industry.
- Performed analyses of market definition and damages related to a global pharmaceutical company's antitrust counterclaims. Market definition analysis was critical in settling the case.
- Managed large teams of analysts who manage and analyze complex data sets in a wide array of industries, including pharmaceuticals, manufacturing, and airlines.

ERS GROUP, Washington, DC

2003-2006

*ERS Group provides statistical and economic consulting and expert witness services and analyses for litigation, regulatory compliance, and risk assessment matters.*

**Economist**

- Designed loss models due to market timing and late trading practices for the 11th largest mutual fund company. Developed, as member of team, distribution models for calculated losses of \$225M to shareholders.
- Conducted statistical analyses of alleged employment discrimination claims related to the largest retailer in the world; with focus on race and gender issues.

GEORGETOWN UNIVERSITY, Washington, DC

2000-2003

**Research and Teaching Assistant**

- Developed and implemented econometric models that predicted the effects of environmental regulations on foreign direct investment and trade flows. Project Sponsor: National Science Foundation.
- Evaluated the effects of US environmental policies on trade flows using 25 years of time-series data. Showed that industries with stringent environmental policies experience increases in net imports.
- Taught Econometrics, Macro Principles, Micro Principles, and International Finance to undergraduate students.

THE WORLD BANK, Washington, DC

1996-1997

**Consultant**

- Designed and implemented, as part of a team, a professional training program to strengthen Bank's expertise in education economics and finance. Work led to a book titled "Tools for Education Policy Analysis" by World Bank Publications.
- Trained 100+ Bank Staff in economic analysis of education projects.
- Coordinated an extensive research on the symptoms of banking crises in developing economies.
- Research led to a paper that was published internally.

## EDUCATION

### GEORGETOWN UNIVERSITY, Washington, DC

**Ph.D.**, Economics  
Graduate Merit Fellowship  
Graduate Student Representative

### BROWN UNIVERSITY, Providence, RI

**M.A.**, Economics  
Graduate Merit Fellowship

### JOHNS HOPKINS UNIVERSITY – SCHOOL OF ADVANCED INTERNATIONAL STUDIES (SAIS), Washington, DC

**M.A.**, International Relations  
Elected Member of Student Government Association

### BILKENT UNIVERSITY, Ankara, Turkey

**B.A.**, International Relations  
Founder and President of International Relations Club: Organized the first conference between Bilkent University and Ludwig-Maximilians-Universität München, Germany

## PUBLICATIONS AND RESEARCH PAPERS

- “The Effects of Labor Shocks in Indonesia: An Industry Analysis,” with Sjamsu Rhardja, Working Paper 2009.
- “Macroeconomic Uncertainty, Sunk Costs, and Aggregate Investment: Empirical Evidence from OECD Countries,” Working Paper 2005.
- “The Effects of Macroeconomic Uncertainty on Irreversible Investment,” Ph.D. Dissertation, Georgetown University, July 2003.
- “Policy Issues in Girls Schooling: A Three-Part Training Module,” with Alain Mingat and Jee-Peng Tan, The World Bank Publications, 1997.

## PRESENTATIONS

- “Being the Boss,” Hult Business School, May 3, 2017
- “The Application of Analytics in Instructional Design,” Nercomp, May 23, 2017.
- “College Admission Trends in Higher Education,” The CollegeFindME Annual Conference, September 21, 2016.
- “Disruptive Innovation in Education,” 2016 Ohio Educational Technology Conference, Columbus,

February 2016

- “What’s Next? Transformative Trends in EdTech,” ATLIS Conference, Atlanta, April 17, 2016.
- “Women, Boston, and Building to Scale,” Building to Scale in partnership with the City of Boston for Women’s Entrepreneurship, Boston, October 15, 2015
- “Education and Sustainable Economic Growth,” WITSA, Washington, DC, September 27, 2015
- “Commercial Diplomacy through Investment in Education: The Role of Innovative Strategies in Higher Education,” 34th Annual Conference on U.S.-Turkish Relations, Washington DC, September 27-30, 2015
- “Impact of Incubators and Accelerators: Measuring Value Created,” Evolution and Growth in Business Ecosystems Symposium, Boston MA, June 9, 2015
- “Impact of Incubators and Accelerators: Measuring Value Created,” USIMP 8<sup>th</sup> International Conference on Innovation and Industry-University Collaboration, Turkey, June 2015.
- “The Impact of Macroeconomic Uncertainty and Sunk Costs on Turkish Investment,” Meeting on Turkish Economy, Koc University, Istanbul, August 2008.
- “The Impact of Macroeconomic Uncertainty and Sunk Costs on Investment Behavior Across Industries,” Mid-West International Economics Meeting, Notre Dame University, South Bend, October 2002.