



# Dave Clayton, Ph.D.

Senior Vice President, Consumer Insights

STRADA EDUCATION NETWORK



Strada believes our nation can improve education after high school by hearing directly from individuals about the role of education in their work and lives after high school. Dave leads our work through our Center for Consumer Insights to give all Americans a voice in the future of education. The Center's research includes hundreds of thousands of interviews with adults, alumni, current students, employers, faculty and leaders of postsecondary institutions. These insights are at the core of our work with education providers, employers, thought leaders, innovators, elected officials, policy makers and community leaders seeking to improve the education value equation for individuals and families.

With expertise in psychology, market research, branding and social impact marketing, Dave has broad and deep experience in bridging research into action on many of our society's most pressing needs—education, health, financial inclusion—and how to engage all stakeholders in pursuing shared solutions at global, national, local and personal levels. He's been fortunate to work on these issues with gifted colleagues and collaborators in the philanthropic, charitable, private and public sectors.

Dave completed his doctoral degree in clinical psychology at the University of North Carolina-Chapel Hill.