Debra N. Freedman, M.A.

5432 Vista Del Arroyo, La Crescenta CA 91214 | 818-631-6333
evaluatordeb@gmail.com

Professional Experience

Kaiser Permanente: Principal Research Consultant 3/19 – present

Strategic Organizational Consultant with extensive experience utilizing psychology principles to support leaders at all levels addressing performance demands and achieving business objectives. Possesses a keen understanding of both the business and operations sides of health care bringing departments back to profitability. Specializes in change management, strategic planning, stakeholder engagement, team building, program design and implementation. Aiming at maximizing a company's efficiency and income while retaining its employees.

Kaiser Permanente: Principal Research Consultant 10/90 – 3/19

Provided end-to-end consultation, research, and organizational design support to organizational leaders on Regional and Enterprise-wide initiatives. Designed, implemented, and monitored culture assessments, stakeholder engagement and change management efforts to ensure organizational readiness.

Expert in Human Resources and Service Delivery Research. Have a long history successfully executing a full spectrum of research consultation, including research design, instrument development, client management, project management and data collection. Consult to managers and leaders on data interpretation to guide evidence-based, strategic decision making for achieving business and performance objectives.

Rose City Research Consultants: Owner 1999 – present

Specialize in grant writing, program evaluation, particularly for non-profit and community-based organizations. I have extensive experience working with school districts as well as governmental entities. Work closely with program staff to provide process and outcome metrics. Additionally, I provide consultation on the interpretation and utilization of evaluation data and assist organizations in using research for strategic decision-making.

Core Competencies

- Focus Group Facilitation
- Customer Survey Design
- Client Management / Coaching
- Ethnographic research
- Outcome Evaluation
- Executive Coaching
- Quantitative & Qualitative Research Design
- Culture Assessment
- Change Management
- Team Effectiveness & Employee Engagement
- Program Evaluation & Design
- Leadership Development

Education

M.A., Social Psychology: The Claremont Graduate School, Claremont California

B.A., Psychology and Sociology: California State University San Francisco