

# COURTNEY GERVER, Ph.D.

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## PROFESSIONAL SUMMARY

- Mixed-methods researcher with 10+ years of experience using data to shape product roadmaps, cross-functional strategy, and executive decision-making
- Skilled at triangulating research and behavioral metrics to uncover pain points and transform complex user behaviors into compelling narratives
- Highly collaborative, innovation-forward, and thrives in self-directed environments

## SKILLS

**Qualitative Research Methodology:** In-depth interviews, focus groups, contextual inquiry, diary studies, cognitive walkthroughs and think-aloud protocols, secondary research

**Quantitative Research Methodology:** Surveys, experimental design, behavioral analytics, A/B testing, longitudinal studies, meta-analyses

**Data Management:** Quantitative and qualitative statistical analyses, cleaning, visualization, mining, version control, executive-ready reports and presentations

**Tools:** UserZoom, Qualtrics, Figma, R, SPSS, Github, Miro, Google Suite, Microsoft Suite

**AI Use Cases:** Research operations, information synthesis, qualitative analysis, enhanced storytelling, strategic ideation, agentic implementation

## EXPERIENCE

### Consultant, Technology Innovation Researcher

Dec. 2024-Present

Nationwide Mutual Insurance Company - Remote, USA

- Lead and drive the Voice of the Associate program by conducting in-depth research to uncover associate pain points and unmet needs, translating findings into data-driven evidence that shapes decisions and behavioral KPIs across 30+ key technologies.
- Partner with cross-functional Product, Design, Operations, and Technology teams to lead impactful mixed-methods research initiatives that shape enterprise strategy and drive measurable business outcomes
- Adapt research strategies to address evolving business needs and opportunities, including the responsible adoption, capability prioritization, and enterprise-wide scaling of generative and agentic AI to 25,000+ associates
- Promote the value of research by embedding a behavioral metrics ecosystem across product roadmaps, executive planning, experience maps, and operational reviews to establish data-driven insights as a strategic foundation across 40+ research projects
- Transform insights into compelling stories for diverse audiences, balancing a portfolio of projects while hosting a monthly enterprise-wide broadcast that synthesizes findings into a unified narrative guiding technology adoption

### Specialist, User Experience Researcher

Mar. 2022-Dec. 2024

Nationwide Mutual Insurance Company - Remote, USA

- Conduct end-to-end research to better understand current and future customers, drive product development, inform key business decisions, and improve customer retention

- Deliver data-driven insights and recommendations representing 1,000+ participants across qualitative and mixed-methods studies to key stakeholders, marketing, and company associates via presentation and internal documentation
- Foster cross-functional collaboration to ensure user-centered insights and design principles are incorporated into key product decisions
- Implement human-centered practices in key technologies such as mobile phones, generative AI, and blockchain
- Present research projects outside of primary product research to associate communities of practice

### **Graduate Research Scientist**

June 2017 - Aug. 2022

The Pennsylvania State University - University Park, PA

- Independently planned, conducted, analyzed, and visualized mixed-methods research data from 17 research projects to examine the neurobiological basis of cognition
- Communicated research findings in 10 empirical research publications, 15 conference presentations, and 3 public community talks with collaborators, project stakeholders, and the general public
- Collected primary and secondary data from 13,500+ online and in-person participants using behavioral experiments, surveys, and fMRI
- Managed multiple multi-site research teams totaling 20+ undergraduate researchers while providing mentorship for career development
- Created open-sourced data processing scripts to increase lab efficiency and quality control

### **VOLUNTEER WORK**

#### **Communications Committee Social Media Manager**

Jul. 2023 - Present

Pittsburgh Curling Club

### **EDUCATION**

#### **Ph.D., Cognitive Neuroscience**

2022

The Pennsylvania State University

#### **M.S., Cognitive Psychology**

2019

The Pennsylvania State University

#### **B.S., Psychology**

2017

St. Thomas Aquinas College

#### **Visiting Scholar**

Summer 2016

University of Oxford