

Adam Copeland, Ph.D.

Applied Statistics & Research Design | Measurement & Experimentation
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SUMMARY

PhD-trained quantitative researcher who designs rigorous studies, models complex and imperfect data, and translates results into decision-ready recommendations for technical and executive audiences. Published work measures differential employment and wage outcomes across groups using national survey microdata, and models a 10,277-record archival corpus with mixed-effects and zero-inflated count methods. Fluent in Python and R with hands-on NLP, experimental design, and A/B testing. Currently owns a portfolio of over 100 institutional accounts and \$1M-plus ARR at Wolfram.

CORE COMPETENCIES

Research Design & Measurement: Study design, experimentation and A/B testing, hypothesis testing, measurement validity and reliability, and subgroup and differential-outcomes analysis across groups.

Statistical Modeling: Regression and predictive modeling, mixed-effects logistic regression, zero-inflated count models, panel and longitudinal data, and work with large, complex, and imperfect datasets.

Programming & Methods: Python (spaCy, NLTK, gensim) and R, hands-on NLP and word embeddings (word2vec, GloVe), replication of published analyses to validate methods, Mathematica, and advanced Excel.

Evaluation & Communication: Peer reviewer for academic journals and the Academy of Management, documenting assumptions, limitations, and uncertainty, and translating findings into concise narratives for technical and executive stakeholders.

RESEARCH & QUANTITATIVE WORK

- **Differential outcomes in employment and wages (Sport Management Education Journal, 2026):** Applied regression models to U.S. Census American Community Survey microdata to measure employment and wage disparities across degree fields, identifying a statistically significant wage penalty across the workforce; group-level differential-outcomes analysis on large, imperfect data.
- **Computational modeling of a large archival corpus (Journal of Sport Management, 2026):** Analyzed 10,277 records over two decades using zero-inflated negative binomial and mixed-effects logistic regression, with model selection and validation on noisy, imperfect real-world data.
- **Methods, replication, and peer review:** Replicated published statistical analyses across R, Python, and Mathematica to validate results; peer reviewer for Sport, Business and Management and the Academy of Management (2023 to 2026); two computational text-analysis papers in progress.

PROFESSIONAL EXPERIENCE

Academic Account Manager

2025 – Present

Wolfram Research, Champaign, IL (Remote) | Territory: Multi-State

- Analyze account and product-usage data across a portfolio of over 100 institutional accounts to prioritize opportunities, measure adoption, and guide expansion.
- Advise faculty, researchers, and administrators on applying computation and analytics tools to research problems, translating technical capability for non-technical stakeholders.
- Negotiate multi-year agreements across procurement, faculty, and leadership; on pace to grow territory revenue 11% in year one.

Assistant Professor of Sport Management

2024 – 2025

Augusta University, Augusta, GA

- Taught quantitative research methods, experimental design, and statistical modeling; mentored students through the full research lifecycle from design to interpretation.

Graduate Student Instructor

2020 – 2024

University of Michigan, Ann Arbor, MI

- Taught Research Methods (data processing and analytics) and organizational behavior, and guest-lectured on artificial intelligence and organizational behavior during the PhD.

Director of Operations

2018 – 2020

RISE Academy, Springfield, MA

- Built data-informed operational policies and tracked performance metrics to guide resource allocation.

EDUCATION

Ph.D., Sport Management (Kinesiology), University of Michigan, Ann Arbor

2024

M.S. and B.S., Kinesiology, Pennsylvania State University

2016, 2014