



**GSA's Office of Evaluation Sciences Fall 2021 Event**  
**OES@100: Celebrating 100 Collaborations Across Government**

Tuesday, November 16, 2021 | 1:00 PM – 2:30 PM EST

Zoom Webinar - [RSVP here](#)

**1:00 pm Welcome and Introduction**

Kelly Bidwell, General Services Administration  
Robin Carnahan, General Services Administration

**1:05 pm What leads to a successful evaluation? Reflections from 100 OES collaborations**

Pompa Debroy, General Services Administration  
Michael Hand, General Services Administration  
Mary Clair Turner, General Services Administration  
Elana Safran, General Services Administration  
Jasper Cooper, General Services Administration

**1:30 pm Portfolio of evidence on equity and economic recovery**

Crystal Hall, General Services Administration and University of Washington  
Brittany Borg, Small Business Administration  
Jason Bossie, Small Business Administration  
Julia Brown, General Services Administration and University of Maryland  
Clarence Wardell III, White House Domestic Policy Council  
Exodie Roe, General Services Administration  
Andrea M. O'Neal, General Services Administration

**2:00 pm New frontier for evidence in government: what's next?**

David Yokum, The Policy Lab, Brown University  
Cass Sunstein, Department of Homeland Security  
Christina Ciocca Eller, White House Office of Science and Technology  
Pam Coleman, Office of Management and Budget  
Jeanne Holm, City of Los Angeles

**2:25 pm Closing Remarks**

Krystal J. Brumfield, General Services Administration



## Biographies

### **Robin Carnahan - Administrator, General Services Administration**

Robin Carnahan serves as the Administrator of the U.S. General Services Administration (GSA). As Administrator, she is working to empower GSA career professionals and build on the agency's efforts to deliver the best value in real estate, acquisition, and technology services to the government and American people. Robin is a nationally recognized government technology leader and was named one of the federal government's "Top Women in Tech" in 2017.

### **Kelly Bidwell - Director, OES, General Services Administration**

Kelly joined GSA as a Fellow in 2013, and took on the role as OES Director in 2016. Kelly provides the direction and oversight of the team, manages the staff and budget, coordinates with GSA leadership, and ensures scientific protocols and standards are met across the OES portfolio. Kelly leads strategic conversations with government-wide leadership to identify evidence gaps and evidence generation opportunities, feasible evaluation plans which can be implemented in agency operational and budget constraints, and aims to ensure OES is responsive to growing and changing agency demands.

### **Pompa Debroy - Strategy and Operations Lead, OES, General Services Administration**

Pompa Debroy joined the OES team to lead a suite of projects related to public health and currently leads strategy and operations for OES, including recruitment, communications, and strategic planning. Pompa is passionate about using research and design to apply innovative solutions to solve complex challenges, and has worked on projects with VA and HHS. Pompa has experience working across sectors in research, consulting and management roles, and previously worked in international development scaling up low-cost and evidence-based interventions.

### **Michael Hand - Portfolio Lead, OES, General Services Administration**

Michael Hand coordinates OES's portfolio of projects focusing on natural resource management and the environment, Federal hiring practices, and the cost effectiveness of Government operations. He also supports agencies' efforts to plan and design rigorous evaluations as they implement the Foundations for Evidence-Based Policymaking Act of 2018.

### **Elana Safran - Portfolio Lead, OES, General Services Administration**

Elana Safran coordinates OES's portfolio of projects in health and aging, and leads projects related to enrollment in health benefits and patient and provider behavior. She has worked on projects with the United States Agency for International Development, the Defense Health Agency in the Department of Defense, the Social Security Administration, and the Department of Health and Human Services.



**Jasper Cooper - Portfolio Lead, OES, General Services Administration**

Jasper Cooper works on projects focused on equitable economic recovery and reducing barriers to accessing government programs. He is particularly interested in how to best match research questions with research designs, including randomized evaluations, machine learning for descriptive analysis, and qualitative methods. He has worked on projects in partnership with the Census Bureau, the Small Business Administration, and the Department of the Treasury.

**Mary Clair Turner - Portfolio Lead, OES, General Services Administration**

Mary Clair Turner works on projects focused on improved educational outcomes, access to social benefits, and payment integrity. She was drawn to the collaborative and applied focus of OES work, including the mix of academic and agency collaborators, and the ability to design and rigorously evaluate program changes on rapid timelines as a way to improve government services. She has collaborated with the Internal Revenue Service, Department of Education, Department of Housing and Urban Development, General Services Administration, Department of Agriculture, and Office of Management and Budget.

**Crystal Hall - Academic Affiliate, OES, General Services Administration; Associate Professor of Public Policy and Governance, University of Washington**

Crystal Hall joined the Evans School of Public Policy and Governance in 2008. Her research explores decision making in the context of poverty, using the methods of social and cognitive psychology, along with behavioral economics. She also has a record of serving government agencies at the local, state, and federal level—including having served as a Fellow on the White House Social and Behavioral Sciences Team and OES at GSA.

**Brittany Borg - (Acting) Director of Program Performance, Analysis & Evaluation, Small Business Administration**

Brittany Borg is the Director of Program Performance, Analysis & Evaluation at the Small Business Administration, based in Washington, D.C. Previously, Brittany was a Coverdell Fellow at Fordham University, where she completed a dual MA in Economics and International Political Economy.

**Julia Brown - Associate Fellow, OES, General Services Administration; Doctoral Student, Department of Economics, University of Maryland**

Julia Brown is a doctoral student in the Department of Economics at the University of Maryland - College Park and an Associate Fellow at the Office of Evaluation Sciences. Julia's research focuses on public policy and behavioral economics, particularly as they relate to consumer finance and financial protection.



**Clarence Wardell III - Senior Advisor for Policy Implementation & Delivery, White House Domestic Policy Council**

Dr. Clarence Wardell III currently serves as a Senior Advisor for Policy Implementation and Delivery with the White House Domestic Policy Council as well as the Chief Data and Equitable Delivery Officer with the White House American Rescue Plan Team. Prior to working on the transition, Clarence was the Vice President of Solutions at Results for America where he worked with local, state, and federal efforts to scale evidenced-based solutions including OES' work on small business recovery programs.

**Jason Bossie - (Acting) Chief Financial Officer, Small Business Administration**

Jason Bossie currently serves as SBA's Acting Associate Administrator for Performance and Planning as well as the Chief Financial Officer, where he oversees Agency-wide performance management, program evaluation, budget, internal controls, financial analysis and reporting, regulatory analyses, financial systems, data analytics, accounting, and acquisition management functions. Jason has transformed SBA processes and implemented evidence-based systems to better inform Agency strategy, policy, and resource decisions impacting America's more than 30 million small businesses.

**Exodie Roe III, Associate Administrator, Office of Small and Disadvantaged Business Utilization, General Services Administration**

Exodie C. Roe III serves as Associate Administrator for the Office of Small and Disadvantaged Business Utilization (OSDBU) at GSA. As head of OSDBU, Exodie has nationwide responsibility for GSA small business programs and is the chief advocate for small and disadvantaged businesses. OSDBU promotes increased access to GSA nationwide procurement opportunities and engages in activities that make it possible for the small business community to meet key contracting experts and receive counseling on the federal procurement process.

**Andrea M. O'Neal - Senior Advisor to the Administrator (Equity), General Services Administration**

Andrea M. O'Neal is a presidential appointee of the Biden-Harris Administration serving as the first-ever Senior Advisor to the Administrator for Equity at the U.S. General Services Administration (GSA). As a senior nonprofit and public sector professional, Andrea is on the front lines of mission-critical work related to breaking down institutional barriers, closing systematic gaps, fostering equitable workplaces, and operationalizing high-performing culturally competent leadership practices.

**David Yokum - Director, The Policy Lab, Brown University**

David Yokum, JD, PhD is Director of The Policy Lab at Brown University, where he leads a wide portfolio of work leveraging scientific methods to improve public policy and operations. David is also Senior Advisor to North Carolina's Office of Strategic Partnerships. David was a founding member of the White House's Social & Behavioral Sciences Team and director of its scientific delivery unit housed at GSA.



**Cass Sunstein - Senior Counselor, Department of Homeland Security**

Cass R. Sunstein is currently a senior counselor at the Department of Homeland Security. Additionally, Cass is the Robert Walmsley University Professor at Harvard University. He is the founder and director of the Program on Behavioral Economics and Public Policy at Harvard Law School.

**Christina Ciocca Eller - Assistant Director of Evidence and Policy, White House Office of Science and Technology Policy**

Christina Ciocca Eller currently serves as the assistant director of evidence and policy in the White House Office of Science and Technology Policy. She is also Assistant Professor of Sociology and Social Studies at Harvard University's Department of Sociology. Christina's research draws on quantitative and qualitative methods to analyze the role of organizations in shaping the opportunities and outcomes available to individuals.

**Pam Coleman - Associate Director of Performance and Personnel Management, Office of Management and Budget**

Pam Coleman serves as the associate director of performance and personnel management within the Office of Management and Budget (OMB). Prior to her appointment, Pam served as a member of New Mexico Governor Michelle Lujan Grisham's cabinet as the Director of the State Personnel Office.

**Jeanne Holm - Deputy Mayor, City of Los Angeles**

Jeanne Holm works at the cross-section of civic innovation, open data, and education. She is the Deputy Mayor for Budget and Innovation at the City of Los Angeles, working on issues ranging from homelessness to digital equity technology innovation, data and analytics, fiscal transparency, and public-private partnerships. Her research (over 130 publications) and courses focus on data science, knowledge management, and civic innovation.

**Krystal J. Brumfield - Associate Administrator, Office of Government-Wide Policy, General Services Administration**

Krystal J. Brumfield is the Associate Administrator of GSA's Office of Government-Wide Policy. An attorney and accomplished corporate executive with more than 10 years' experience of proven leadership in the public and private sectors, Krystal specializes in taxation and procurement law and with expertise in the aviation, infrastructure, and hospitality industries. She has extensive experience scaling up businesses by building high performing teams, developing data-driven strategies, and implementing innovative technologies to enable growth.