

# MICHAEL J. CRAWFORD, PH.D.

[crawfordj michael@gmail.com](mailto:crawfordj michael@gmail.com) | [www.mjcrow.com](http://www.mjcrow.com) | [@mjcraw](https://twitter.com/mjcraw)

## KEY QUALIFICATIONS

- A strategic and adaptive team player with a rich entrepreneurial background across various functions and contexts, meaningfully contributing to the development of innovative programs, products, and partnerships
- A proactive learner and problem-solver, consistently uncovering novel connections and actionable insights
- An effective connector and communicator, continually expanding a network of trusted professionals and collaborating to identify and harness untapped potential

## WORK EXPERIENCE

### Director, Community Research

*VELA Education Fund* | Remote | 2022 - 2023

Accelerated education innovation and opportunity for every learner pursuing alternatives to conventional schooling, by exploring, examining, and generating research insights with, from, and for everyday entrepreneurs launching and leading alternatives to conventional schooling.

- Led the analysis of existing survey data exploring the business of unconventional education, resulting in the production of an insightful research report ([link](#)).
- Showcased expertise by presenting research findings at major industry events, including SXSW EDU, the National Hybrid Schools Conference, the Play Make Learn Conference, and the Alternative Education Resource Organization Conference.
- Provided strategic and operational support to special programs such as VELA DAO, Community Connectors, and grant application reviews, both in-person and virtually, to ensure their success.

### Strategic Partnerships Manager

*Western Governors University* | Novi, Michigan + Remote | 2021 - 2022

Expanded postsecondary education opportunities for learners, workers, and organizations in Michigan, by cultivating and growing a network of academic and employer relationships.

- Created, executed, and managed tailored strategic plans for every partnership, taking into account student impact, business outcomes, and long-term sustainability.
- Acted as a valuable and invited contributor and collaborator across various WGU departments and colleges, leveraging my extensive experience and connections.

### Co-Founder + Product Lead

*EdSpace (aka qwivid)* | San Diego, California + Remote | 2018 - 2021

Co-founded the startup, EdSpace — a video-based platform designed to enable education professionals worldwide to access professional development through asynchronous, self-directed, peer-to-peer learning.

- From concept to beta launch, envisioned, designed, and led the building of an online platform (including both web and mobile applications), conducting landscape analyses, user research, and feature sprints.

- Simultaneously forged and managed all business relationships, including development, legal, branding, and marketing, skillfully adapting to evolving deadlines and the intricacies of a burgeoning product.

### **Director, Strategy + Partnerships**

*Real World Scholars (RWS)* | San Diego, California + Remote | 2017 - 2019

Led strategy and partnerships at RWS — a nonprofit that helps US teachers and students launch and run classroom-based businesses, by providing technology, funding, community, and pedagogical resources.

- Developed, shaped, and executed program, technology, and community-focused strategies in close collaboration with leadership and staff, resulting in an impressive 67% growth in classroom-based businesses in just two years.
- Collaborated closely with school leaders, teachers, and students, providing guidance in the establishment of their businesses through comprehensive analysis of their circumstances, resources, assets, and interests.

### **Chief Academic Officer**

*Entrepreneurial Learning Initiative (ELI)* | Remote | 2015 - 2016

Provided research and pedagogical insights to ELI — a global thought leader dedicated to expanding human potential through entrepreneurial mindset education.

- Advised leadership on overall company strategy, providing landscape analyses of existing technology and pedagogical approaches for in-person, online, and hybrid facilitation, training, and learning
- Leveraged research acumen to infuse programming with insights from the latest developments from diverse fields, such as performance psychology, behavioral economics, digital pedagogy, business, etc.

## **SELF-EMPLOYED**

### **Consultant**

*Luminary Labs* | Remote | Oct 2021 - Mar 2023

- Served as a subject matter expert in competency-based education, leading in-person and virtual workshops for adult leaders of high-school rural technology projects.
- Provided one-on-one consulting and advising to adult leaders, focusing on entrepreneurial and competency-based pedagogical approaches to real-world learning.

### **Consultant**

*Department of Basic Education, Republic of South Africa* | Remote | Oct 2021 - May 2022

- Reviewed existing research and synthesized findings from various fields (e.g., education, entrepreneurship, psychology, learning sciences, etc.), to produce valuable research artifacts for leadership.
- Provided guidance and thought partnership about the entrepreneurial mindset and education.

### **Contractor**

*JFFLabs: Acceleration* | Remote | Aug 2021 - Nov 2021

- Conducted twelve interviews with community college leaders and JFFLabs staff, to explore how leaders understand, consider, and implement digital transformation.
- Synthesized research findings and produced insights for corporate partner, JFF, and JFFLabs.

### **Advisor, Strategy + Development**

*Take Action Global (TAG)* | Remote | Feb 2021 - Jul 2021

- Led all fundraising and business development, generating new funding and partnership opportunities.
- Managed an internal process focused on revising TAG's mission, vision, values, and website, through regular virtual meetings with organization leadership, advisors, and volunteers.

### **NOTABLE PROJECTS AND CONTRIBUTIONS**

- Co-author | "Families on the New Frontier: Mapping and Meeting the Growing Demand for Unconventional Schooling" | Article, *Clayton Christensen Institute* ([exp] Jan 2024)
- Moderator | "Insights from the Out-of-System Space" | Panel, *SXSW EDU* (Mar 2023)
- Co-author | "Critical Race Quantum Computer: A Tool for Liberation" ([www.criticalracequantumcomputer.com](http://www.criticalracequantumcomputer.com)) | Article, *Montreal AI Ethics Institute* (Jul 2021)
- Speaker | "How Is Online Learning Disrupting the Education Industry?" | Talk, *CoCoon Smart Talk: Re-imagining Education* conference, hosted by the CoCoon Foundation (Jun 2021)
- Creator + Host | *consideranew* Micropodcast ([anchor.fm/mjcraw](https://anchor.fm/mjcraw)) | (2021 - 2022)
- Advisory Board Member | *SXSW EDU* | (2014 - present)

### **EDUCATION**

- Ph.D., Educational Psychology and Research | University of Kansas | 2009 - 2018
  - Dissertation: *Youth-Adult Partnerships in an Out-of-School-Time Program: An Exploration of Power, Safety, and Respect* ([link](#))
- M.S., Kinesiology | Michigan State University | 2007 - 2010
  - Concentration: Psychosocial Aspects of Sport and Physical Activity
- B.A., Psychology | University of Michigan | 2002 - 2006
  - Minor: Moral and Political Philosophy