

MICHAEL J. CRAWFORD, PH.D.

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KEY QUALIFICATIONS

- Shrewd connector and deft communicator, continually cultivating a robust network of dynamic, trusted professionals and collaborating to imagine, identify, and realize latent potential
- Voracious learner and generative problem-solver, excavating opportunities for actionable insights and growth, with a propensity to activate learning environments for peers, partners, and participants
- Strategic and adaptive teammate with diverse entrepreneurial background across a range of functions, contexts, and initiatives, enabling the building of innovative programs and partnerships

WORK EXPERIENCE

Western Governors University | *Strategic Partnerships Manager*

(2021 - present)

Novi, Michigan + Remote

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

- Create and execute a relevant strategic plan for every potential and established partnership, considering student impact, business results, and long-term sustainability
- Research, recommend, attend, and participate in regional, national, and professional organizations and events, to represent WGU and extend its reach
- Lead regional workshops and devise strategies to leverage social media (Twitter, LinkedIn), in order to grow brand awareness, subject matter expertise, and professional presence
- Contribute to and collaborate with other departments and colleges (e.g., Teachers College, College of Business, WGU Labs) throughout the university, leveraging previous experience and connections

EdSpace (aka qwivid) | *Co-Founder + Product Lead*

(2018 - 2021)

San Diego, California + Remote

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.

- Envisioned, designed, and built a platform (web and mobile application) from idea conception through beta launch, conducting landscape analyses (e.g., existing products), user research, and feature sprints
- Established and managed twelve partnerships with regional, national, and international organizations and events, co-creating implementation strategies, generating resources, and supporting execution
- Concurrently oversaw and facilitated all business relationships, including development, legal, branding, and marketing, adapting to changing deadlines and the complexity of a burgeoning product
- Co-hosted Ed Talks Live (a weekly streaming global education talk show), moderating discussions, facilitating in-show segments, and recruiting guests, to explore key issues in education

Real World Scholars (RWS) | *Director, Strategy and Partnerships*

(2017 - 2019)

San Diego, California + Remote

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.

- Generated valuable partnerships and opportunities by leveraging personal and professional networks to elevate the organization in the broader education ecosystem
- Worked with school leaders, teachers, and students to help them determine and establish their business, collaboratively analyzing their circumstances, resources, assets, and interests
- Devised, shaped, and executed program, technology, and community-focused strategies, working closely with leadership and staff, resulting in growth of classroom-based businesses 67% in two years

Entrepreneurial Learning Initiative (ELI) | *Chief Academic Officer*

(2015 - 2016)

Remote

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 program curricula, resources, and materials with insights from the latest developments from diverse fields, such as performance psychology, behavioral economics, digital pedagogy, sociology, business, etc.

SELF-EMPLOYED

Department of Basic Education, Republic of South Africa | *Consultant*

(October 2021 - present)

Remote

- Reviewing existing research, synthesizing findings from the fields of education, entrepreneurship, psychology, learning sciences, etc., to produce a review of literature and a formal concept paper
- Providing guidance and thought partnership about the entrepreneurial mindset and education

JFFLabs: Acceleration | *Contractor*

(August 2021 - November 2021)

Remote

- Conducted twelve (12) interviews with community college leaders and JFF and JFFLabs staff
- Synthesized research findings and produced insights for corporate partner and team
- Completed a 2,000-word manuscript for publication about community college digital transformation

NOTABLE PROJECTS AND CONTRIBUTIONS

- “Critical Race Quantum Computer: A Tool for Liberation” (www.criticalracequantumcomputer.com) | Article, *Montreal AI Ethics Institute* (July 2021)
- consideranew Micropodcast (anchor.fm/micraw) | *Creator and Host* (2021 - present)
- “How Is Online Learning Disrupting the Education Industry?” | Talk, *CoCoon Smart Talk: Re-imagining Education* conference, hosted by the CoCoon Foundation (June 2021)
- “Exploring Education’s Promise: Technology and Our Collective Intelligence” | Talk, *Inspired: Are You Future Ready?* conference, hosted by RITE International Inc (August 2020)
- SXSW EDU | *Advisory Board Member* (2014 - present)

EDUCATION

- Ph.D., Educational Psychology and Research | University of Kansas **(2009 - 2018)**
 - Concentration: Development and Learning
- 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