

# TOM WEIN

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Researcher and consultant. I care about behavioural science and psychology; governance and institutions; conflict; the role of media; dignity and development.

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## EMPLOYMENT

**Independent Research Consultant.** July 2018-Present, Kenya

- ◆ Available for consultancy on behavior, research, monitoring and evaluation.

**Senior Research Associate, Busara Center for Behavioral Economics.** June 2016-June 2018, Kenya

- ◆ Two years building the fast growing Busara Center, leading research into the psychology of international development programs. Promoted to Senior Associate after 9 months in post. Managed and mentored teams of up to 12 direct reports. Helped build Busara 'governance' portfolio from 2 projects to 12.
- ◆ Projects include:
  - Behavioral barriers to uptake of chickens in Ethiopia (with Gates Foundation, EthioChicken)
  - Design and roll out of new distribution system for chicken uptake in Ethiopia (with Gates Foundation, EthioChicken). Sold an additional 350,000 chickens in pilot locations in first four months.
  - Mobile laboratory experiment on civic engagement – academic paper in progress
  - Impact Evaluation of Sahanka Nolosha, a Somali edutainment radio soap opera
  - Laboratory message testing and behavioral insights support to Sahanka Nolosha
  - Qualitative research on community meetings and faith leaders in Uganda
  - Reforming the Somaliland tax system – qualitative and quantitative research.
  - Credit risk transparency in Nairobi laboratory experiment (CGAP)
  - Agricultural inputs in Western Kenya message development (Precision Agriculture for Development)
  - Building cultures of learning with Ugandan NGOs
  - Dignity: independent internal research programme on conceptualizing and measuring dignity in development.

**Founding Partner, AWARE International.** June 2015-May 2016, UK

- ◆ Social enterprise providing behavioral insights and ground knowledge for international development.
- ◆ Consulted and advised on a number of social research and evaluation programmes, including on ethnic exclusion in Latvia, evaluating socio-economic progress in Afghanistan, and UNICEF's health behavior change efforts in Tanzania.

**Head of Programmes, Centre for Applied Intelligence.** Oct 2014-May 2015, UK

- ◆ Co-founder of the Centre for Applied Intelligence, a think tank.
- ◆ Recruited key team members, organised events, led training sessions, hosted podcast, wrote articles and directed research outputs.
- ◆ Projects included: designing a commercial approach to understanding target audiences for Verbalisation Ltd; refining models of multicultural communication; and advising Democratic Society and the European Parliament on youth political engagement.

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**Project Leader, Strategic Communication Laboratories.** Jul 2009-Mar 2012, Sept 2012-Jul 2014, UK

- ♦ Project Leader and Lead Analyst on succession of major UK and US government studies using social psychology and field data to understand major crises and shape strategy. Promoted to Project Leader after 4 months (the youngest in the firm), running large, diverse teams from beginning of my career.
- ♦ Wrote evidence submission for House of Lords Committee and articles on evidence-based policy, research and communication. Developed network of academics & practitioners to enhance collaboration.

**Media & Communication Consultant, European Union.** April-Sept 2012, Belgium

- ♦ Wrote speeches and 'lines to take' for external messaging. Wrote numerous articles on EU cooperation. Analysed UK press and policy context, and briefed policymakers.
- ♦ Organized EU press corps seminars, conferences and press trips.
- ♦ Provided communication and media training to Agency staff. Wrote press releases.
- ♦ Managed project to build new Agency website. Maintained Agency website and social media presence.

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## EDUCATION

**Malmö University, Sweden: Communication for Development, Masters:** Awarded 'A'. Thesis on practices and narratives of security among researchers described as "pioneer work" and an "excellent piece of innovative exploration." 2015-2018.

**King's College London, UK: War Studies, BA (Hons):** Awarded 1<sup>st</sup> Class honours. Extended project in the 2<sup>nd</sup> year termed "authoritative", demonstrating "extensive originality in analysis." Especial focus on government effectiveness in Northern Ireland & Colombia. Volunteering throughout my tenure. 2006-2009.

**Reading Blue Coat School:** 4 As at A-level: German, History, English & Critical Thinking. A in AS-level French. Merit in AEA History. 1999-2006.

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## SELECTED PUBLICATIONS

Publications include:

- ♦ *Primed to Engage: Testing Self-Efficacy Primes to Increase Civic Engagement in Uganda* (in progress)
- ♦ *The Dignity Project: Respectful Development*. Busara Concept Paper, May 2018.
- ♦ *What does 'Dignity' add to our understanding of development?* From Poverty to Power, Feb 2018.
- ♦ *Three steps forward – a research agenda for behavioral change*, InDecision, Feb 2016
- ♦ *Behavior Change is Political Change* – and other articles, BehavioralEconomics.com, June-Aug, 2015.
- ♦ *Behavioral Insights in International Development*, Stirling Behavioral Science Blog, June 2015.
- ♦ Numerous other articles on behavior change, public sector issues, international affairs, and the arts.

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**Computing:** MS Office. Stata. WordPress. MailChimp. Zotero.

**Residency:** UK citizen. Resident in Kenya.

**Languages:** English, intermediate German, basic French.