

DR. AARON JENSEN

BSc, MSc, PhD

Dr. Aaron Jensen brings over a decade of international research leadership and innovation management experience to his role as Chief Operating Officer.

Dr. Jensen is a social scientist with a PhD in Entrepreneurship from the University of Strathclyde Business School. He brings advanced expertise in mixed methods evaluation, research design, and digital research technologies. Dr. Jensen has played leading roles in the delivery of more than 30 research and innovation projects across Europe, Africa, Asia, and the Americas. His contributions include eight major European Commission-funded projects under Horizon 2020, where he provided expert guidance on methodology development and data governance.

Dr. Jensen's work spans public engagement, research impact evaluation, and responsible innovation. He frequently operates at the intersection of research and technical teams to design and implement robust, GDPR-compliant data management systems and evidence-based research protocols. He has co-developed proprietary technologies that enable longitudinal, multilingual data collection with real-time analytics and process automation.

As a research consultant and senior evaluator, Dr. Jensen has led and supported projects commissioned by government agencies, foundations, international NGOs, universities, and EU institutions. His portfolio includes pioneering work on stakeholder research, science communication, public perceptions of science, and longitudinal assessments of educational impact.

PRIMARY CURRENT ROLE



Chief Operating Officer

Institute for Methods Innovation

CAREER HISTORY

Relevant Highlights

2019 - 2021

Research Fellow

Trinity College Dublin (Republic of Ireland, EU)

CONNECT Centre (June 2020 – July 2021)

SFI Research Centre focuses on Future Networks and Communications. My role via Trinity College Dublin) included extensive support for Dr. Andrew O'Connell in the Education & Publication Engagement (EPE) Department to address efficiencies from a prior SFI review and improve standings in the 2021 review. Responsibilities included a consultative process with stakeholders and full audit of EPE program and evaluation practices within the Centre. The 2021 review resulted in an 'Outstanding' evaluation score with no deficiencies. Improvement efforts included:

- historical review of formation of activities that composed the EPE program.
- review documentation and assess activities to shorten list of “core” EPE program.
- review existing evaluation practices and sharpen methods and instruments for impact measurement across the range of EPE events/activities.
- clarify program-level objectives and apply best practice for program planning improvements by using ‘theory of change’ to chart logical pathway from program structure to audience outcomes.

School of Education (April 2019 – June 2020)

My role (via Trinity College Dublin) included extensive research and evaluation support for Dr Joseph Roche on two European Commission-funded (H2020) SwafS projects: spaceEU (space-eu.org) and QUEST (questproject.eu). My responsibilities across projects included collaboration and implementation of project plans and development of research and evaluation instruments, quantitative and qualitative analysis, periodic reports and deliverable production.

2017 -

Trustee, Co-founder, Research & Business Development

Institute for Methods Innovation

Founded in 2017, registered charity (not-for-profit) in the United States, Ireland and United Kingdom with the mission of thought-leadership in evaluation and social research methods. Trustee and research and development coordinator for design and delivery of technology-enhanced solutions through large-scale research initiatives (e.g., ZooWise), professional training (e.g., Methods For Change) and publications to facilitate knowledge transfer from research and innovation activities. Director-level responsibilities have included:

Professional Training

Co-developed sales, marketing and outreach approaches (e.g., costing strategies and development of the website). Established all administrative protocols. Delivered sessions research methods.

Research Initiatives

Co-developed all initiatives, strategic marketing, participation recruitment and service delivery (e.g., costing strategies and website development, technology development, etc.). Established all administrative and management protocols.

2014 -

Co-founder, Research & Business Development

Qualia Analytics

Co-founded in 2014, Qualia Analytics designs and delivers technology-enhanced research and best-in-class evaluation solutions. The business combines cost effective solutions with high performance to fully enable research efforts for a wide range of government agencies, higher education institutions and large-scale, multi national projects. We have developed an innovative, propriety digital research platform to maximize efficient delivery of advanced research protocols with process automation and dynamic insights with real-time analytics. Evaluation systems and services are delivered globally via registered offices in Ireland, United States, United Kingdom & Thailand.

My director-level responsibilities have included:

Business

- Support evidence-based decision-making by providing technology solutions used by academic researchers and institutional stakeholders.
- Co-draft competitive proposals, external grant funding, invitations to tender and prospective offers of social research-related products and services.
- Build all aspects of business infrastructure, including human resource management, sales and marketing, business operations and financial control systems.

Technology

- Coordinate research and development for automated data collection and cross-organizational benchmarking.
- Conduct technical and non-technical requirements gathering, guiding research and development and implementation.
- Co-design propriety technology for enabling advanced longitudinal, multi-stage, multi-lingual data collection with automated real-time analysis.
- Coordinate/supervise technical and programmer teams, agile system development and version control, testing and maintaining development roadmap.

Research

- Consult with stakeholders to streamline survey design, methods, analysis, and reporting, as well as advice on use of digital technologies.
- Design and deployed research and evaluation methodology to address research challenges facing a wide range of institutions.
- Prepare research reports with other members of the team and external experts.
- Provide oversight on project implementation of funded research initiatives to ensure funder requirements were completed on time.

EDUCATION

2014 - 2019

PhD, Entrepreneurship

University of Strathclyde Business School

Dissertation topic: Dynamics in entrepreneurial decision-making and coping strategies: diary-based case analysis of resilience in early stage entrepreneurs as a developmental process.

2013 - 2014

MSc, Marketing

University of Edinburgh Business School

Dissertation topic: Role of social media in emotional attachment to smartphones: Attachment theory as a framework for understanding consumer interactions with technology.

2004 - 2008

BSc, Psychology

Washington State University (USA)

SELECTED GRANT-FUNDED PROJECTS

Dr. Jensen has successfully co-authored winning proposals and led grant-funded projects from organizations such as the European Commission, Science Foundation Ireland, Arts Council England, and the European Space Agency. His contributions span survey and evaluation design, stakeholder engagement, data analysis, and the translation of findings into strategic insights.

FEMLEAD: Fostering fEMale participation and LEADership in open science initiatives

European Commission Erasmus+ (2024-2027)

Budget: €400,000 | www.femlead.eu

REMHUB: Rare Earth and Magnets Hub for a resilient Europe

European Commission Horizon Europe IA (2024-2028)

Budget: €16,000,000 | www.remhub-project.eu

ATLIC: Atlantic InnoBlue Communities

Interreg Atlantic Area | Co-funded by the European Union

Budget: €3,500,000 | www.atlic.eu

EU-CIEMBLY: Creating an Inclusive European Citizens' Assembly

European Commission Horizon Research and Innovation Actions

Budget: €2,106,591

Hypop: HYdrOgen Public OPiniOn and acceptance

European Commission Horizon2020 Innovation Action (2023-)

Budget: €1,062,755 | www.hypop-project.eu

GlobalSCAPE: Global Science Communication and Perception

European Commission Horizon2020 Research and Innovation (2021-2023)

Budget: €1,199,937 | www.global-scape.eu

Project Ô: Demonstration of planning and technology tools for a circular, integrated and symbiotic use of water

European Commission Horizon2020 Innovation (2018-2022)

Budget: €10,569,305 | www.eu-project-o.eu

RRING: Responsible Research and Innovation Networking Globally

European Commission Horizon2020 Research and Innovation (2018–2021)

Budget: ~€3 million | www.rring.eu

TeRRIFICA: Territorial Responsible Research and Innovation Fostering Innovative Climate Action

European Commission Horizon2020 Coordination and Support Action (2018-2022)

Budget: €1,999,953 | www.terrifica.eu

SpaceEU: Fostering a young, creative and inclusive European Space Community

European Commission Horizon2020 R&I Framework Programme (2018–2020)

Budget: €993,883 | www.space-eu.org

QUEST: QUality and Effectiveness in Science and Technology communication

European Commission Horizon2020 R&I Framework Programme (2019 - 2021)

Budget: €1,194,227 | www.questproject.eu

PERFORM: Participatory Engagement with Scientific and Technological Research through Performance

European Commission Horizon2020 Research and Innovation Action (2015–2018)

Budget: €1,997,253 | www.perform-research.eu

Other grant-funded projects:

- Co-drafted competitive tender response and helped to secure the contract award to design and implement the **Science in Ireland Barometer 2020**. This commissioned research for Science Foundation Ireland (SFI), national science funder in Ireland, included a consultative process with government stakeholders to develop research designs for a nationally representative survey on public perceptions and understanding of science in Ireland. My role (via Qualia Analytics) included contributions as a senior researcher to design, deploy, collect, analyze and report data from a nationally representative sample of 1,200+ respondents. This demonstrates experience with successful tender writing and expertise in survey research methods, statistics and reporting in the social sciences. (€282,000 awarded).
- Co-drafted competitive tender response and helped to secure the contract award to design and implement the **Cosmic Vision Public Consultation – the European Space Agency's (ESA's) first full-scale public consultation** using a methodologically robust and GDPR-compliant survey instrument. This commissioned research involved employing state of the

art survey research methods to develop, pilot and analyze the data gathered from over 14,000+ respondents across 22 European countries in 11 languages. My role (via Institute for Methods Innovation) included contributions in an external capacity as a senior researcher and expert. This demonstrates expertise in development of research instruments for large-scale, multi-national surveys, quantitative and qualitative analysis, and deliverable production. (€60,000 awarded).

RESEARCH AND EVALUATION EXPERIENCE

External Research Consultant

Public Perceptions in Canada of Covid-19 | York University (2020)

Supported broader team to design and implement the Public Perceptions in Canada of Covid-19 survey, as part of rapid response and grant-funded research on crisis management. This was a **nationally representative survey** collected data from **2,000+ respondents** from across all **10 Canadian provinces**. Research focused on public perceptions and understanding of the coronavirus, including knowledge, trust, opinions, personal impacts and risk perception (using probability sampling) and validated measures. My role (via Qualia Analytics) included contributions in an external capacity as a senior researcher and survey design expert.

External Research Consultant

Public Perceptions in Arizona of Covid-19 | University of Arizona (2020)

Supported broader team to design and implement the Public Perceptions in Arizona (United States) of Covid-19 survey, as part of rapid response research on crisis management. This survey-based research collected data from **1,100+ respondents**. Research focused on public perceptions and understanding of the coronavirus, including knowledge, trust, opinions, personal impacts and risk perception (using probability sampling) and validated measures. My role (via Qualia Analytics) included contributions in an external capacity as a senior researcher and survey design expert.

External Evaluation Consultant

National Math Festival 2019 | Mathematical Sciences Research Institute (MSRI) (2018-2020)

Supported evaluation of the 2019 National Math Festival (United States) including quantitative analysis from longitudinal data collection over 24-weeks. Primary author of the external evaluation report to show response patterns, including trajectory of respondents' attitudes about math developed over time, perceptions and beliefs about personal abilities. This represents the first-ever long-term impact assessment of a math festival globally and demonstrates expertise in longitudinal research designs for science engagement.

External Evaluation Consultant

SEEK classroom program | Catalysis / Abbvie Foundation (2019-2020)

Supported design and implementation of evaluation and assessment for this volunteer-driven school program, which introduces under-resourced students (ages 5-14) to science and engineering intending to fill the gap in STEM education. Developed methodologically robust survey instruments for longitudinal evaluation of three primary cohorts for each classroom program evaluation: Volunteers, Teachers and Students. This involved employing state of the art survey research methods following GDPR. Consulted on development of research designs for complex longitudinal data collection protocols. This demonstrates expertise in social research and multi cohort methods.

External Evaluation Consultant

Kids Health Evaluation Needs Program | Catalysis / Abbvie Foundation (2019-2020)

Supported the design and implementation of the evaluation and assessment for this volunteer driven health education program intended to serve children (ages 10-13) and their families. The programs' overall goal is to decrease kid's long-term risk of non-communicable diseases (NCDs), specifically diabetes and heart disease, by empowering them with knowledge of how to prevent these diseases and increasing family communication about health. The evaluation involved **21 partner schools and community organizations** across the US, Ireland, and Mexico. There were three primary cohorts for evaluation: Children, Parents/caregivers, Educators and community organization staff. Consulted on development of research designs for complex longitudinal data collection protocols. This demonstrates expertise in social research and multi-cohort methods.

External Research Consultant

STEAM School Malta | University of Malta (2019-2020)

This pro-bono role supported a broader team in the design and implementation of evaluation and assessment for this volunteer-driven school program, which introduces under-resourced students (ages 10-17) to STEM education using a range of Arts-based mediums. Developing survey instruments for longitudinal evaluation of three primary cohorts for each classroom program evaluation: Volunteers, Teachers and Students. Contributed in an external capacity as a senior researcher and expert.

External Research Consultant

RRING Project | European Commission (2018-2020)

Project focused on clarifying the nature of global networks that support the practice of responsible research and innovation (RRI). Initiated in 2018, this was a 2-year European Commission-funded (H2020) project. My role (via Qualia Analytics) contributed in an external capacity as a senior researcher with responsibilities for working between research and technical teams to ensure robust methodology, data management and data protection (GDPR) for research across Europe. The project collected **2,200+ responses across 88 countries globally and 15 languages**. This demonstrates experience in social sciences research, methods and technical expertise.

External Research Consultant

TeRRIFICA Project | European Commission (2017-2019)

Project focused on clarifying the territorial structures that support the practice of responsible research and innovation (RRI). Initiated in 2017, this was a 2-year European Commission-funded (H2020) project. My role (via Qualia Analytics) contributed in an external capacity as a senior researcher with responsibilities for working between research and technical teams to ensure robust methodology, data management and data protection (GDPR) for research across Europe. This demonstrates experience in social sciences research, methods and technical expertise.

External Research Consultant

Science Week | Science Foundation Ireland (2018-2019)

Co-drafted competitive tender response and helped to secure the contract award (€18,000) to design and implement a survey-based impact evaluation across the nation-wide Science Week public engagement with **2000+ events** disbursed across Ireland. This commissioned research for Science Foundation Ireland (SFI), national science funder in Ireland, demonstrates expertise in quantitative social research methods.

External Research Consultant

Nature Connect | World Association of Zoos & Aquariums & Disney Conservation FundScience (2017–2019)

Project focused on impact measurement for 60+ community conservation projects designed to enhance various public audiences' connection with nature. Supported development of research instruments, piloting and deployment. Collected **5000+ survey responses in dozens of countries** worldwide within South America, North America, Europe, Asia and Africa. Culminated in high profile reports, presentations and tools made available for measurement to contribute to the UN Intergovernmental Panel on Biodiversity and Ecosystem Services.

External Evaluation Consultant

Stakeholder Focus Research | Arts Council England (2017–2018)

Co-drafted competitive tender response and helped secure contract award (€30,000) to conduct **large-scale, interview and survey-based research** across England with arts, culture and heritage professionals, policymakers and relevant stakeholders. This commissioned research for Arts Council England included a consultative process with government stakeholders to develop research designs for two major research strands. My role (via Qualia Analytics) contributed to design, testing and deployment of digital research methods and tools for: 1) **27 stakeholder interviews**, including design of interview guides, conducting interviews and leading data management, content analysis and reporting; 2) **survey-based research with 1000+ stakeholders**, including design, user testing and deployment of data collection and recruitment protocols, data management, statistical analysis and reporting. This demonstrates expertise in qualitative and quantitative social research methods.

External Research Consultant

Digital Data and Skills Research | Department for Digital, Culture, Media and Sport (UK) (2017–2018)

Co-drafted competitive tender response and helped to secure the contract award (€18,000) to conduct interview- and survey-based research on the digital data and skills gaps among arts organizations, museums, libraries and support organizations across England. This commissioned research for **The Department of Digital, Culture Media and Sport (DCMS)** was part of a broader project on the role of digital technologies and media in the cultural sector. My role (via Qualia Analytics) contributed to design, testing and deployment of digital research methods and tools for stakeholder interviews, conducting interviews and leading data management, content analysis and reporting. This demonstrates quantitative social research and project management expertise.

External Research Consultant

BigPicnic Project (CSA | European Commission (2017-2018)

Project focused on community projects designed to enhance various public audiences' connection with nature across EU member states. Initiated in 2017, this was a 2-year European Commission funded (H2020) project coordinated by **Botanic Gardens Conservation International (BGCI)**. My role (via Qualia Analytics) contributed to design, testing and deployment of digital research methods and tools for **21 stakeholder interviews with 19 partners**, including 15 partner botanic gardens and 4 research funding organizations, managing interview schedules, data management, content analysis and reporting. Responsibilities included development of approaches to providing external evaluation as a 'critical friend' to improve the project functioning and effectiveness.

External Research Consultant

Arts & Humanities Research Council (AHRC): Follow-on Funding (UK) (2017-2018)

Supported project to embed and demonstrate the value of **technology-enhanced cultural impact measurement** for arts and culture organizations. Coordinated with partner institutions at the

University of Cambridge Museums and The National Gallery (London) on evaluation plans and technical systems for public engagement activities.

External Research Consultant

St Fagans Museum of National History | National Museum Wales (UK) (2017)

Co-drafted competitive proposal and helped to secure the contract award. Provided research consultation and project management on visitor and non-visitor on motivations and experiences of family audiences to understand drivers for engagement patterns. Developed research protocols for primary face-to-face survey data collection from museum visitors. Designed and successfully deployed an innovative recruitment strategy for non-visitors in the desired respondent categories and research approach to maximize online participation through targeted Facebook advertisements.

External Research Consultant

Dublin Maker Festival | Trinity College Dublin (2017-2018)

Commissioned to design and support impact evaluation for Dublin Maker Festival. Collaboration with an academic researcher and institutional stakeholder, Dr Joseph Roche (Trinity College Dublin). This demonstrates expertise in social research methods.

External Research Consultant

PERFORM Project | European Commission (2016-2019)

Provided support for survey research on this European Commission (Horizon2020) project. Worked between research and technical teams to ensure capacity for all methodological, data management and data protection specifications for research across Europe. This demonstrates expertise in social research methods.

External Research Consultant

National Gallery | London, UK (2016-2019)

Supported development and implementation of qualitative impact evaluation, which resulted in practical recommendations for National Gallery's new educational disabilities program 'Access to Art'. Co-designed and provided quality assurance of evaluation surveys and technical system deliveries for National Gallery programs, including teacher's continuing professional development, children and schools, visual and hearing accessibility, adult learning talks. This demonstrates expertise in social research methods.

External Researcher (pro bono)

Universidad Nacional Autónoma de México (2016)

Contributed to design and conduct, analysis and reporting of an impact evaluation of the largest math festival in Latin America. Reported findings at the Institute of Mathematics (UNAM) and provided associated evaluation training. This demonstrates expertise in social research methods.

External Research Consultant

Parque das Aves | Foz do Iguacu, Brazil (2015-2020)

Supported design and implementation of evaluation strategies across multiple aspects of major eco-tourism attraction, including employee engagement, visitor experience, special programs and other surveys. Also provided expert advice on enhancing the quality of visitor experience, improving exhibition and messaging design, developing more significant educational impact, improving employee engagement and capacity and establishing robust evidence-based decision-making practices.

External Research Consultant

European Researchers Night | European Commission (2015-2020)

Supported evaluation of The European Researchers' Night in Scotland (2015-17), Ireland (2017-2020), Malta (2019-2020) which aims to bring research closer to the European general public, increasing awareness and engagement with research and innovation. Consulted with stakeholders on evaluation and data collection to gather and assess attendees' views, attitudes and understanding of science, researchers' work and relevance to daily life. Reports included both quantitative and qualitative social research, social statistics and content analysis. Co-authored two open-access (PLOS ONE) academic publications on ERN results.

External Research Consultant

Community Seagrass Initiative | National Marine Aquarium (UK) (2015-2018)

Community Seagrass Initiative (csi-seagrass.co.uk) was an HLF funded project run by National Marine Aquarium providing training to volunteer divers on monitoring health and biodiversity of seagrass beds in southwest England. Helped establish methodological feasibility for conducting longitudinal impact evaluation over one year for 240 divers. Co-developed the survey design and delivery approach for registration and three surveys for each volunteer divers participating in the project. Developed advanced automated protocols to deliver continuous evaluation and coordinated with technical teams and project managers. Co-drafted competitive proposal and helped to secure the contract award.

External Research Consultant

MARCH project (CSA) | European Commission (2015-2017)

Support evaluation for MARCH project, focusing on the efficiency of the project team collaboration and the financial sustainability of the project's legacy. Included data analysis and reporting on multiple rounds of consultations and interviews with project partners from Greece, Portugal, UK, Latvia and Germany, leading to practical recommendations and reports for the European Commission. Project coordinator was the British Council.

Evaluation Researcher

Copenhagen Zoo, Denmark (2015-2016)

Supported Dr's Eric Jensen and Brady Wagoner in the external evaluation of family science learning space in Copenhagen Zoo called 'ZooLab'. Research support included survey design, quantitative and qualitative data analysis and reporting.

Doctoral Researcher

University of Strathclyde Business School | Hunter Centre for Entrepreneurship (2014-2017)

Research focused on entrepreneurial resilience at individual (i.e., social psychology, decision-making, coping) and organizational (i.e., innovation and commercialization practices) levels:

- Developed novel mixed methods design for multiple-case studies using idiographic research approaches, including both quantitative (social statistics) and qualitative (content analysis) social research.
- Developed innovative diary study methodology to examine entrepreneur's decision-making and coping responses contemporaneously as they faced personal and business challenges.
- Researched gaps in entrepreneurship theory and methods for the understanding complex process (innovation and commercialization) from the perspective of entrepreneurs.

- Developed research designs for complex longitudinal, multi-stage data collection protocols
- Applied process theory with novel analysis techniques to uncover drivers for both continuity and change across multiple levels over time.

Expertise: Entrepreneurship Psychology: Strategy & Decision Theory, Advanced Research Methodology: Mixed Methods, Applied Process Theory: Design, Innovation & Technology.

Thesis title: Dynamics in Entrepreneurial Decision-making & Coping Strategies: Diary-based Case Analysis of Resilience in Early-Stage Entrepreneurs as a Developmental Process.

External Researcher

Manchester Science Festival: Museum of Science & Industry | Manchester, UK (2014)

Conducting planning, logistical assessment and implementation of survey-based impact evaluation to assess audience characteristics and public impacts, as well as case studies examining the arts/science strand of events and citizen science project.

Campaign Researcher

Democratic Campaigns | USA (2009-2010)

Developed, executed and examined campaign activities for donations, voter registry, canvassing and phone banking. Provided progress reports with voter statistics based on campaign activities to funders, including the National and local offices. Prepared reports on voter data to inform efforts in fundraising and voter awareness.

Undergraduate Research Assistant

Washington State University (USA) | Dept. of Psychology (2006-2007)

Conducted research in Washington State University's neuroscience department, contributing to research on morphine tolerance and the role of the periaqueductal gray (PAG) in pain perception. As part of a larger National Science Foundation-funded research project, this position involved advanced training on the Periaqueductal Gray as the gateway for morphine tolerance. Laboratory training included stereotaxic surgery, histology, microinjections, animal handling, testing and data analysis.

TEACHING EXPERIENCE

Dr. Jensen's teaching experience is in psychological research and theories, innovation, business and management science and advanced social research methods. He can deliver teaching and training flexibility through classroom, online LMS or workshop settings.

Course Teacher

International Summer School (ISSOS) | Yale University, USA (July 2018)

Teaching at an international summer school for 50 students, ages 14-17 in course-related principles in a classroom setting. Prepared lesson plans for a 3-week summer intensive with 45 hours of classroom teaching (per class), learning objectives and outcome assessments:

Business & Entrepreneurship

- Developed course content based on entrepreneurship pedagogy and an imperative to teach both theory and practice, with a range of classroom practical's, discussions, and business building activities.

- Lessons include the process of creativity, innovation and business development, and entrepreneurship fundamentals in products and services marketing, competitive and cooperative strategy, business validation, sales, negotiation and exchange, social enterprises and conscious capitalism.

Outdoor Leadership

- Lessons used age-appropriate outdoor activities and unique challenges that focus on students' physical, cognitive and social development, including self-confidence, self-expression, listening, and conflict resolution.
- Developed course learning objectives to include life skills in cooperation and the process of team building and leadership, communication and problem-solving, encouraging student roles that change from passive to interactive.
- Competition focused on developing group unity rather than individual winners or losers. Physically skilled students find themselves in unfamiliar roles, often dependent on equipment, teammates, and a different combination of senses with challenges that go beyond normal athletics.

Teaching Assistant

Washington State University (USA) | Dept. of Psychology (2006-2007)

Tutored students in course-related principles both in one-on-one and classroom settings.

- Introduction to Physiological Psychology, Fall 2006
- Biopsychology of Alcohol & Other Drugs, Summer 2007 & Fall 2007
- Health Psychology, Spring 2007

INVITED PRESENTATIONS AND PROFESSIONAL TRAINING EXPERIENCE

As a trainer and facilitator, Dr. Jensen has designed and delivered workshops and online training programs on research methodology, evaluation, digital data management, and entrepreneurial skills. His professional development work includes supporting science communication professionals, NGOs, educators, and government staff in adopting innovative research approaches and building internal evaluation capacity.

Example includes:

- **Methods for Change** (methodsforchange.org) practitioner-focused training for evaluation and research methods. Codeveloped and supported training modules in evaluation and research methods for practitioners delivered through face-to-face workshops and an online Learning Management System.
- **SciCom** (scicom.ie) conference as invited speaker to deliver workshop session on Top Tips on Entrepreneurial Skills for Science Communicators (December 2019).

DETAILED PUBLICATIONS LIST

Dr. Jensen has co-authored peer-reviewed publications in journals such as PLOS ONE, Frontiers in Psychology, and Open Research Europe, alongside reports for national and international institutions. His research outputs have contributed to global conversations around public engagement, science policy, and the responsible use of digital technologies in evaluation.

Articles in International Peer-reviewed Journals

Jensen, A. M. (Under review) Understanding development trajectories with diary methods: Moving beyond cross-sectional methods in entrepreneurship towards an idiographic, longitudinal approach. *International Journal of Entrepreneurial Behavior & Research*.

Jensen, A. M. (Under review). What do we (think we) know about entrepreneurial resilience? Assumptions, gaps and directions for idiographic research in small business development. *International Small Business Journal*.

Jensen, A. M. (Under review). Role of social media in emotional attachment to smartphones: Attachment theory as a framework for understanding consumer interactions with technology. *Journal of Consumer Research*.

Jensen, A. M., Jensen, E. A., Duca, E., Roche, J. & Daly, J. (2022). How does moving public engagement with research online change audience diversity? Comparing inclusion indicators for 2019 & 2020 European Researchers' Night events. *PLOS ONE*. DOI: 10.1371/journal.pone.0262834

Jensen, E. A., Jensen, A. M., & Noles, S. & Pflegler, A. (2022). Developing and testing the GlobalSCAPE science communicator diary survey: Methodological pilot research findings to improve a repeated-measures survey design. *Open Research Europe*. DOI: 10.12688/openreseurope.14246.1

Kennedy, E., Jensen, E. A. & Jensen, A. M. (2022). Methodological considerations for survey-based research during emergencies and public health crises: Improving the quality of evidence & science communication. *Frontiers in Communication*, 6. DOI: 10.3389/fcomm.2021.736195

Pflegler, A., Jensen, E. A., Lorenz, L., Jensen, A. M., Wagoner, B., Watzlawik, M. & Herbig, L. (2022). Life Trajectories Through the COVID-19 Pandemic: A Repeated Measures Diary Survey Dataset From 2020-2021. *Frontiers in Psychology*, 13. DOI: 10.3389/fpsyg.2022.817648

Jensen, E. A., Reed, M., Jensen, A. M. & Gerber, A. (2021). Evidence-based research impact praxis: Integrating scholarship and practice to ensure research benefits society. *Open Research Europe*. DOI: 10.12688/openreseurope.14205.1

Roche, J., Bell, L., Hurley, M., D'Arcy, G., Owens, B., Jensen, A. M., Jensen, E. A., Gonzalez, J. R. & Russo, P. (2021). A place for space: The shift to online space education during a global pandemic. *Frontiers in Environmental Science*, 9(287). DOI: 10.3389/fenvs.2021.662947

Roche, J., Bell, L., Hurley, M., Jensen, A. M., Jensen, E. A., Owens, B., D'Arcy, G., Gonzalez, J. R., & Russo, P. (2021). Perceptions of the European Space Sector: Youth Engagement with Space Education Events. *Frontiers in Education*, 6. DOI: 10.3389/feduc.2021.750952

Jensen, A. M., Jensen, E. A., Duca, E. & Roche, J. (2021). Investigating diversity in European audiences for public engagement with research: Who attends European Researchers' Night in Ireland, the UK and Malta? *PLOS ONE*. DOI: 10.1371/journal.pone.0252854

Chapters in Edited Books

Jensen, A. M. & Jensen, E. A. (in press). Promise and pitfalls of audience segmentation in public conservation education. In E. Jensen (Ed.), *Making the most of conservation education and public engagement*. Cambridge University Press.

Government Reports (selected)

Jensen, E. A., Smith, B.K. & Jensen, A. M. (2019). *Cosmic Vision 2020: Public Attitudes about Future of Space Science*. European Space Agency: Belgium.

Jensen, A. M., Jensen, E. A. & Romain, S. (2018). [*Stakeholder Focus Research: 2018 Quantitative findings*](#). Arts Council England: London.

Jensen, A. M., Jensen, E. A. & Romain, S. (2018). [*Stakeholder Focus Research: 2018 Qualitative findings*](#). Arts Council England: London.

Professional Publications (selected)

Jensen, E. A., Jensen, A. M. & Noles, S. (2021). [*Science in Ireland Barometer 2020 National Survey of Public Attitudes about Science*](#). Science Foundation Ireland: Republic of Ireland.

Jensen, E. A., Jensen, A., Pflieger, A. M., Kennedy, E. & Greenwood, E. (2021). [*Has the pandemic changed public attitudes about science?*](#) *LSE Impact Blog*.

Jensen, A. M. & Roche, J. (2019). Section 5: Science Communication in Museums Within Europe. In S. R. Davies (Ed.), [*Summary report: European Science Communication Today, Deliverable 1.1*](#) (pp. 51-68). The QUEST project.

Jensen, A. M., Jensen, E. A. & Romain, S. (2017). *Mapping of funding for digital projects and skills*. Department for Digital, Culture, Media and Sport (DCMS): London.

WORKSHOPS AND CONFERENCES

STEAM Summer School Malta: Attended as workshop participant and session leader for **Project Management** (July 2019)

Empowering Entrepreneurship Ecosystem Leaders: Theory and Action. Workshop participant (October 2017)

AFFILIATIONS

American Psychological Association: Graduate Student Affiliate (2015–Present)

British Psychology Society: Graduate Member (MBPsS) (2018)

Royal Statistical Society: Fellow (2018)

TECHNICAL COMPETENCIES

- SPSS 25
- NVivo 12
- Tableau
- Canvas Instructure
- Google Analytics
- Facebook Analytics
- Microsoft Office (Excel, PPT, Word)
- Google Suite (Sheets, Slides, docs)
- Adobe Suite (Illustrator, Audition, Premiere)
- HTML5, CSS3
- Wordpress (CMS)
- Cloud servers (Digital Ocean, AWS, Vutlr)
- SourceTree, Atom, FileZilla
- Accounting (Xero)
- Email Marketing (Mailchimp, Postmark)
- Project Management Software (Jira, Asana, Trello, Clickup)

FOREIGN LANGUAGE SKILLS

Native English speaker (United States). British English includes written fluency.

Basic-level proficiency in Spanish (spoken and written). Completed 1 year of university coursework & spent time in Colombia (2018) and Spain (2017).