

MARTHA BROWN MENARD

4551 Park Lake Dr. | Kiawah Island, SC | 434.960.6862 | mbmenard@crockerinstitute.org

SUMMARY

Consultant with 15+ years' experience designing and conducting research and evaluation projects for businesses, nonprofits, and academic institutions. Exceptional ability to articulate answerable research questions within a larger context, using a variety of methodological approaches and data sources. Problem-solver with strong quantitative and qualitative data analysis skills. Excels at mixed methods research and case report methodology. Experienced in designing and conducting survey research. Successful grant writer with a history of funded applications. Particular expertise in interdisciplinary healthcare research and interprofessional education, and in using information technology in innovative ways. Outstanding interpersonal, communication, and presentation skills, with ability to articulate complex ideas in everyday language. Frequent keynote speaker and invited presenter at international, national, and regional conferences. Member of the American Evaluation Association.

TECHNOLOGY EXPERTISE:

SPSS • NVivo • Excel • DSpace • Squarespace • PowerPoint

THOUGHT LEADERSHIP

- [Making Sense of Research, 2nd ed.](#)
- <http://www.painsproject.org/wp/wp-content/uploads/2014/09/pain-policy-issue-5.pdf>
- www.casere3.org

EMPLOYMENT HISTORY

Executive Director, Crocker Institute

4/1/2008—present

www.crockerinstitute.org

Kiawah Island, SC

- Program evaluation and strategic planning for national nonprofit organizations
- Consulting for universities and other organizations on health care research projects
- Editor, [Global Advances in Health and Medicine](#)

Chronic Pain Breakthrough Collaborative: Guest faculty for innovative national project to transform clinical pain management in civilian and military medical settings, sponsored by the Samuelli Institute.

Never Only Opioids: Served as a primary author of a national policy brief advocating for the early integration of nonpharmacological strategies into existing pain management approaches.

Choose Wisely: Principal investigator for multiyear evaluation project examining the quality of professional training in a licensed healthcare discipline in the United States, commissioned by a national accreditation organization. Designed and conducted evaluation, using a mixed method approach combining quantitative data from the National Center for Education Statistics and state licensing boards with qualitatively developed surveys. Final report published in an academic journal.

Wisdom in Adversity Project: Created coding schema and performed data analysis for ~150 in-depth qualitative interviews from a large scale mixed methods study at the University of Virginia seeking to understand how people develop wisdom as a result of coping with difficult circumstances. Coauthored manuscript published in an academic journal. Funded by the Templeton Foundation.

Project REACH and Project TEACH: Consultant to a NIH-funded project at the University of Arizona focused on an innovative approach to tobacco cessation. Provided expertise regarding training of licensed integrative health care providers.

CaseRe3: Created and manage an open access digital repository for case reports in integrative health care. Developed public-private partnership to fund initial development; identified requirements and worked with architect and vendors to create website and portal. Manage item submission workflows; create and curate digital collections of case reports and associated data, audio and video files.

Academic Consortium for Complementary and Alternative Health Care: Conducted initial program evaluation of an established national organization and facilitated strategic planning for a 20-member board retreat. Developed a streamlined IT plan to increase staff effectiveness and efficiency without significantly increasing budget.

Massage Therapy Foundation: Co-leader for research agenda development process for a national health care foundation. Worked collaboratively over an 18-month period to identify, survey, and interview all stakeholders using an iterative and inclusive process.

Director of Research, PMTI

1/1/2005—3/31/2008

Washington, DC

- Authored funded \$75,000 community service grant from Susan G. Komen for the Cure to provide innovative symptom management care for medically underserved breast cancer patients and survivors in the DC area. Program evaluation included quantitative self-report measures of symptom severity and qualitative analysis of written questionnaires and telephone interviews
- Developed research program for nonprofit institution; recruited and trained faculty research team
- Created and taught courses on critical evaluation of research
- Invited speaker at the 2006 North American Research Conference on Complementary and Integrative Medicine, Walter Reed Army Medical Center, and Georgetown University

Private practice, Martha Menard LLC

01/01/1982—01/31/2008

Charlottesville, VA

- Licensed therapist specializing in pain management, oncology and palliative care, and post-traumatic stress disorder

- Invited speaker and workshop presenter at national meetings of the International Study of Pain, American Massage Therapy Association and international research congresses

Vice President for Operations, Massage Therapy Foundation 05/01/1997—04/30/1999

Evanston, IL

- Managed national granting programs in education, community service, and health care research; provided budget oversight; and recruited and oriented proposal review committees

Research Associate, University of Virginia School of Nursing 08/01/1995—01/31/1997

Charlottesville, VA

- Co-authored proposal that established the only NIH-funded center for studying integrative therapies for treating pain based in a school of nursing
- Assisted in the development of various research grant applications to Federal agencies and private funders

ADJUNCT FACULTY EXPERIENCE

Research Assistant Professor, Saybrook University 08/01/2013—Present

San Francisco, CA

- Serve as dissertation research and thesis advisor for doctoral and master's degree students
- Advise Director of Research on curriculum and course content related to developing students' research skills

Assistant Professor, Georgetown University Medical Center 05/01/2011—12/31/2013

Washington, DC

- Developed the "Assessing Evidence" course for the Masters Program in Integrative Medicine
- Invited lecturer for survey course in integrative healthcare

Research Faculty, University of Virginia School of Medicine 05/01/2008—04/30/2009

Charlottesville, VA

- Assisted in the development of various research grant applications to Federal agencies and private funders

COMMUNITY SERVICE AND NONPROFIT EXPERIENCE

SOCIETY FOR ONCOLOGY MASSAGE 2011-2015

- Vice president and Executive Committee member for national nonprofit organization promoting education about oncology massage to various stakeholder groups.

- Developed strategic partnerships with other national foundations and associations

COMPASSIONATE CARE INITIATIVE, UNIVERSITY OF VIRGINIA 2010-2011

- Member of interdisciplinary team comprised of faculty from UVA Schools of Medicine and Nursing and leaders of Medical Center departments, working to change the way health care is delivered institutionally by embodying mindfulness and compassionate action in daily patient contacts and co-worker interactions
- Completed facilitator training in mindful practice for medical professionals through University of Rochester CME with Ron Epstein, MD, Michael Krasner, MD, and Fred Marshall, MD

HEALWELL, ARLINGTON, VIRGINIA 2008-2010

- Treasurer and Executive Committee member for newly-formed nonprofit organization providing national educational programs in medical massage
- Developed business plan, budget, and advised on organizational development

ACADEMIC CONSORTIUM FOR COMPLEMENTARY AND ALTERNATIVE HEALTH CARE, SEATTLE, WASHINGTON 2007-2016

- Member of the Research Working Group since 2007; co-chair 2013-2016

SEXUAL ASSAULT RESOURCE AGENCY, CHARLOTTESVILLE, VA 2000-2004

- Answered hotline calls from survivors of sexual assault and childhood abuse, and accompanied survivors in the emergency room
- Advisory Committee member, provided supervision and assisted in training volunteers

HOSPICE OF THE PIEDMONT, CHARLOTTESVILLE, VA 1985-2000

- Supported patients and caregivers, including respite care
- Taught simple, effective and safe massage techniques to caregivers for pain management

EDUCATION

PH.D, EDUCATION/RESEARCH METHODS

University of Virginia

- Dissertation: Effectiveness of therapeutic massage on post-surgical outcomes

M.ED, CLINICAL PSYCHOLOGY

University of Virginia

INTERDISCIPLINARY BA in Biology and Psychology

Mary Baldwin College, Staunton, VA