

Director of Research, Business Development, and Marketing

Mia Zmud

Overview

Ms. Zmud is a Director of Research, Business Development, and Marketing at NuStats with 26 years of experience directing programs and studies on transportation, environment, and public health. She has more than 10 years of specialized experience in survey research design and integrating research communications and public involvement. She has pioneered the application of technology for public involvement through the Virtual Forum, an inclusive approach that integrates communication, research, and public relations. Three years ago, she introduced social media to the Virtual Forum through the technique of "jamming," using an on-line venue for engaging stakeholders and others in public policy and program development dialogues. She is a skilled communicator with a focus on conveying technical information for general and specialized audiences.

Project Experience (Selected)

Manager: National Evaluation of the SafeTrip-21 Initiative for the Office of Operations of the Federal Highways Administration and SAIC / 2009-2010
Manager: Texas Newborn Screening Performance Measure Project for Texas Department of State Health Services / 2009-2010
Manager: Best Practices for Conducting, Reporting, and Using Customer Surveys Related to Highway Maintenance Operations, Project 20-07, for the National Cooperative Highway Research Program / 2008-2010
Research Analyst: Communicating the Value of Research, Project 20-78, for the National Cooperative Highway Research Program / 2007-2009
Manager: National Portable Emissions Monitoring Deployment Project for the U.S. Environmental Protection Agency / 2006-Present

Presentations (Selected)

Zmud, Mia, "Building a Social Media Strategy," National Environmental Health Association 74th Annual Education Conference & Exhibition, Albuquerque, New Mexico. June 9, 2010
Zmud, Mia, "Social Media Statistics: Who's Doing What?" TRB 89th Annual Meeting, Washington, D.C., January 13, 2010
Zmud, Mia, "Electronic Participation: Changing the Face of Public Involvement," Presiding Official, Workshop, TRB 89th Annual Meeting, Washington, D.C., January 11, 2010
Zmud, Mia and Johanna Zmud, "NCHRP 20-78, Communicating the Value of Research: A Guidebook" Transportation Research Board, 2009

Professional / Community Service (Selected)

Transportation Research Board, Committee on Public Involvement, Member
Transportation Research Board, Subcommittee on Research, Member
National Environmental Health Association, Member and Past Board Member
Public Relations Society of America, Member

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PROFESSIONAL PROFILE

AREAS OF EXPERTISE

Environmental and Establishment surveys / Communication and Program Evaluation / Public Involvement / Customer and Employee Satisfaction Surveys / Qualitative Research Methods

YEARS OF EXPERIENCE

With NuStats: 10
With Other Organizations: 16
Years

EDUCATION

M.S. / 1993 / Environmental Science, George Washington University
B.S. / 1980 / Environmental Health, Old Dominion University, Norfolk, VA

