

J E F F R E Y P O M E R A N T Z

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M E T A D A T A E X P E R T , E D U C A T O R , A N D R E S E A R C H E R

Entrepreneur and academic with extensive experience leading mixed-methods social science research efforts in multiple sector contexts. Experience attracting and managing sponsored research awards for corporate, government, and nonprofit partners. Proven abilities in launching & growing programs.

A R E A S O F E X P E R T I S E

Metadata and Data structures

- Developed and revised metadata schemas, ontologies, and knowledge graphs for corporate and government clients
- Curriculum development, instructional design and development, and teaching of full-semester courses and short workshops about metadata, for in-person and online modes
- Leading scholar on metadata including peer-reviewed scholarly publications and two books by MIT Press

Leadership and Entrepreneurship

- Founded an educational technology startup that attracted >\$700k in revenue from grants and contracts
- Led and managed organizational partnerships across corporate and academic sectors
- Coordinated outreach to and contributions from advisory boards and communities of interest

Research & Analysis

- Led national landscape research on the higher education sector for nonprofit and corporate clients
- Designed, conducted, and published original qualitative and quantitative research, including market research and program evaluations
- Writing, teaching, and public speaking for diverse audiences and stakeholder groups
- Significant publication record of both peer-reviewed scholarly work and project-based reports

P R O F E S S I O N A L E X P E R I E N C E

PROXIMAL DESIGN LABS 2020-Present

FOUNDER & CHIEF PRODUCT OFFICER

Co-founder of a startup building educational VR and immersive experiences in STEM and cultural heritage.

- Chief Product Officer on paper, but in practice also CIO, CFO, and project manager

SIMMONS UNIVERSITY SCHOOL OF LIBRARY AND INFORMATION SCIENCE 2018-2022

ASSOCIATE PROFESSOR OF PRACTICE, ONLINE PROGRAMS COORDINATOR

Research, teaching, and administration in a small research university.

- Principal investigator on the HP / EDUCAUSE Campus of the Future XR research project
- Project lead for the XR@Simmons Lab
- Conducted institutional research for University leadership

EDUCAUSE CENTER FOR ANALYSIS AND RESEARCH 2016-2018

SENIOR RESEARCH ANALYST

Principal investigator and author for research projects focused on IT in higher education.

- Project lead, overseeing teams of statisticians and graphic designers to produce deliverables for publication to a national membership audience on a tight production schedule.
- Developed data collection instruments, oversaw data collection, and conducted analysis.
- Wrote and produced business intelligence reports, to provide value to the organization's membership.

INDEPENDENT CONSULTANT

2010-Present

Contract work in program evaluation and ontology development.

UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL, CHAPEL HILL, NC

2003-2014

ASSOCIATE PROFESSOR, ASSISTANT PROFESSOR, DIRECTOR OF UNDERGRADUATE STUDIES, FIELD EXPERIENCE DIRECTOR

Research, teaching, and administration in a top-ranked public research university.

- Project lead for multiyear grants and contracts to federal, state, and corporate funders.
- Designed and tested service models for information organizations.
- Supervised original research by students at a range of levels (Undergraduate, Masters, & PhD).
- Developed a new dual-degree program, and integrated requirements & policies across existing programs.

A D D I T I O N A L R E L E V A N T E X P E R I E N C E

Editor of the Open Access Directory, a project of the Berkman Klein Center for Internet & Society at Harvard U.

Member of the Metaverse Standards Forum

Co-founder, Vice President, & Board member of New England Junior Roller Derby

Adjunct instructor for several Information Science programs worldwide

E D U C A T I O N

Ph.D., Information Science, Syracuse University, Syracuse, NY

M.S., Library & Information Science, Simmons College, Boston, MA

B.A., Communication, University of Massachusetts, Amherst, MA

P U B L I C A T I O N S

Extensively published author of peer-reviewed articles, books, and project reports. Selected highlights include:

- Pomerantz, J. & Griffey, J. (forthcoming 2025). *Standards*. Cambridge, MA: MIT Press.
- Pomerantz, Jeffrey. (2018). *Learning in Three Dimensions: Report on the EDUCAUSE/HP Campus of the Future Project*. Louisville, CO: EDUCAUSE.
- Pomerantz, J. (2017). The Career Trajectories and Skills of Higher Education IT Workforce Leadership. *European Journal of Higher Education IT*, 2017(1).
- Pomerantz, J. (2015). *Metadata*. Cambridge, MA: MIT Press.

Full list of publications: <http://jeffrey.pomerantz.name/publications/>

P U B L I C S P E A K I N G

Selected highlights of peer-reviewed and invited presentations:

- Metadata for the Government of Canada. Metadata Symposium to launch a revision to the Government of Canada Standard on Metadata. 5 May 2022.
- Metadata for 3D assets. Virtual and Extended Reality Panel. iSchool INFOcon 2021. 20 October 2021.
- Introduction to Metadata for Deep Learning. Data Science and Machine Learning Seminar Series, Department of Mathematical Sciences, Purdue University Fort Wayne. 15 October 2020.
- Analytics and Student Success: Research and Benchmarking. EDUCAUSE Annual Conference, Anaheim, CA. 27 October 2016.

Full list of presentations: <http://jeffrey.pomerantz.name/presentations/>

P R O F E S S I O N A L D E V E L O P M E N T

Numerous courses including: Institutional Research, Python, R, JavaScript, macro- & microeconomics, finance, & astronomy. Numerous workshops on quantitative and qualitative research methodologies and analysis tools. Numerous conferences in Information Science, Computer Science, Evaluation, & Education.