

Martha Staid

Experience	14 years
Countries of Work Experience	USA, Indonesia, Uganda, Kosovo, El Salvador, Guatemala, Nicaragua, Canada, UK
Education	Master of Science in Foreign Service, Georgetown University, 2013, Washington, D.C. <ul style="list-style-type: none">• Co-President/Co-Chair: The Africa Forum; MSFS Association for French in International Affairs; MSFS Strategy Board Innovation, Technology, & Creativity Committee• Mentor, Georgetown Women in International Affairs MA English Studies, University of Durham, 2004, Durham, UK <ul style="list-style-type: none">• Graduated with Distinction BA Liberal Arts and Sciences, Wilkes Honors College, 2003, Jupiter, FL
Thematic Expertise	Data Management, User Experience, Data Visualization, Geographic Information Systems, Gender, Monitoring and Evaluation, Technology Project Management, Aid Management Systems
Languages and Nationality	English (native), French (moderate), Spanish (basic) Citizenship: USA, Ireland (EU)

Ms. Martha Staid is Director of Programs at DG, with over 10 years of technical and project management experience developing systems to manage and visualize data. She possesses a strong aptitude for technical project management and has overseen development of the United Nations Development Group (UNDG) Information Management System (IMS), a global data collection and analytics tool. She has worked directly with UNICEF, the World Bank, USAID, NGOs, country governments, and academia. Her areas of expertise include monitoring and evaluation, large-scale technical solutions, geomapping dashboards, and user experience – focusing on building software that’s easy to use so data can be better accessed and applied to real world results.

Previously, Ms. Staid worked with the World Bank’s Innovation Policy Platform, where she oversaw economic policy content creation, and with the World Bank’s AgriFin project, analyzing institutional lending capacity against baseline indicators and creating data visualizations. Her focus on providing optimal solutions for clients includes developing customized software and web designs for international and small business clients. She emphasizes tool sustainability, building products that each client team can manage and maintain themselves. She has also worked extensively in the public health sector, at AIDS Action Committee and managed databases at Harvard University’s Division of Medical Sciences. She holds a Masters of Science in Foreign Service from Georgetown University, an MA from the University of Durham (UK) and a BA from Wilkes Honors College of Florida Atlantic University.

I. EMPLOYMENT RECORD

Development Gateway, Director of Programs, July 2017 – present

- Oversees the day-to-day and strategic work of the DG Operations team and its relationship with DG’s technical development and financial operations teams to provide **user-centered solutions** to advance data use. Manages startup and coordination of multi-country projects funded by The Bill and Melinda Gates Foundation and the Hewlett Foundation.
- Manages project teams, developing data management tools for decision-making, with a focus on geomapping dashboards, data visualization, public health, large scale technical solutions, gender, and user experience.

- Led internal diversity efforts, including an initiative to attract more women and racially-diverse job applicants by **using data analytics to advance inclusive language** in recruitment materials; launched an online discussion tool for women in the workplace; and supported efforts to hold peer organizations accountable for gender balance by publicly scoreboarding the proportion of women among DG leadership and staff. Actively advances inclusion of **citizen participation components in program design**.

Development Gateway, Deputy Director of Operations, January 2017 – June 2017

- Managed project teams developing interactive data management tools, including the UNDG IMS, used by 130 UN country offices to report on coordination.
- Designed impactful digital solutions which incorporate technical features to assist users with low bandwidth, poor connectivity, or high reporting burdens, e.g. via automatic migration of reporting data.
- Led work on data interoperability and visualization in sub-Saharan Africa, South Asia and Eastern Europe.

Development Gateway, Senior Associate, April 2014 – December 2016

- Managed DG multinational software teams on projects to bring innovative, user-driven technology solutions to international development challenges.
- Conducted User Experience testing for redesign of GIS dashboards and interactive maps.
- Managed budgets, timelines, and client relationships, contributing to strategic business development.

World Bank Innovation, Technology, and Entrepreneurship, Innovation Policy Platform Consultant, October 2013 – March 2014

- Martha worked on the Innovation Policy Platform, a joint World Bank and OECD website serving as a resource for innovation policy practitioners in the developing and developed world. She was responsible for managing creation of policy papers and case studies on innovation, competitiveness and economic development.
- Coordinated authors, editors, and quality. Tracked knowledge products through 20 steps from first draft to publication. Wrote blog content, edited knowledge products.
- Managed technical project teams, troubleshoot code, worked closely with senior staff on strategic planning.
- Researched content including low- and middle-income country resources and provided design for IPP website

World Bank Agriculture Finance Support Facility (AgriFin), Monitoring and Evaluation Consultant, April – June 2013

- Worked on AgriFin, an agricultural lending capacity building project funded by the Gates Foundation.
- Analyzed financial performance data for 11 institutions in sub-Saharan Africa and Asia.
- Created data visualizations including infographics, graphs, charts and maps to visualize quantitative and qualitative monitoring and evaluation data.
- Designed and coded webpages to communicate financial institution performance in more engaging and informative ways, to internal and external stakeholders.
- Wrote content and designed reports for monitoring and evaluation deliverables.

The Kaizen Company, Graduate Associate, August – December 2012

- Spearheaded development of program providing capacity-building resources to emerging market professionals through web technology.
- Built partnerships with local in-country firms for human and institutional capacity development (HICD) projects.
- Provided concept visualization and new business development support for USAID proposals.

Mercy Corps Indonesia, Microenterprise Advisor, June – September 2012

- Wrote 18-page report providing strategic recommendations to increase market access for women's businesses in 5,000-household Matsiri economic development program.
- Surveyed private sector players, public officials, technical trainers and beneficiaries.
- Drafted framework for locally-developed business plans to supplement financial literacy trainings.
- Analyzed business expansion roadblocks for cocoa farmers in Mercy Corps Cocoa Clinic

Georgetown University Institute for the Study of Diplomacy, Junior Fellow, September 2011 – May 2012

- Conducted independent research on information communications technology for international development (ICT4D), women and technology, and access to global labor markets for the poor.
- Wrote rapporteur's reports on Internet Diplomacy Working Group roundtable discussions, with a focus on governance, security, global norms and the role of China.
- Presented research paper at the 2012 Junior Fellows Colloquium on Diplomacy at Georgetown University.

Blink Twice Creative, Web Development Consultant, August 2009 – August 2011

- Helped businesses and NGOs improve their brand and online presence by managing projects and implementing best practices in social networking, web design and web communications.
- Designed and executed effective marketing strategies, managed projects, wrote content, designed and build websites, and provided training in social media and technical skills.
- Projects included: Opportunity International Nicaragua, inABLE (Kenya), Mother Nature Network

AIDS Action Committee of Massachusetts, Marketing and Online Specialist, September 2007 – June 2009

- Developed and implemented social media and online marketing strategy for New England's largest AIDS service organization and multiple satellite organizations.

Harvard University Division of Medical Sciences, Dissertation Coordinator, August 2004 – September 2007

University of Durham Curriculum Education and Management Centre, Educational Software Tester, June – August 2004

About.com, Web Content Guide, January 2001 – April 2002

II. SELECTED PROJECT EXPERIENCE INCLUDES:

Product Owner, Information Management System (IMS), United Nations Development Group, August 2014 – Ongoing

The IMS, developed by DG, allows users in more than 130 country offices to report on progress toward increased cooperation and knowledge sharing, and view reports on composite indicators, dashboard comparisons of key metrics across regions, and ad hoc customized spreadsheets. As project manager, Martha oversaw the development from scratch of the IMS, including in-depth cooperative requirements building; a modular deployment cycle that included live release of portions of the system during the ongoing development phase; and expansion of the original project scope to include a mapping reports tool. She led in-depth data management trainings at UN headquarters and oversaw a 10-person project team, conducted daily scrum meetings, and oversaw multiple rounds of user acceptance testing. Since system launch, she has developed a sustainable data management strategy in partnership with UNDG, and currently manages annual system-wide updates to accommodate the UN's most current data needs.

Modeling Non-Permissive Environments in West Africa, USAID, September 2018 – ongoing

DG is collaborating with AidData on development of a machine-learning model to predict the location of nonpermissive environments (NPEs) within Nigeria: areas of conflict, political instability, and/or cataclysmic natural events that limit the ability of USAID to operate. The model aims to predict risk at subnational and sub-annual scales using nontraditional data sources, including satellite imagery, news sentiment analysis and citizen-reported SMS data. As DG Principal Investigator and Project Manager, Martha helped define the scope of the project and DG's role, which is to analyze mobile polling datasets and conduct real world validation of inputs to the model, including ensuring in-country data users are able to provide input to the model's design. The goal of this tool is to support effective service delivery by helping decision-makers better anticipate how and where resources should be allocated.

Project Manager, Evidence and Learning Facility in South Sudan, DFID, May – August 2018

HARISS is a five-year (2015-2020) humanitarian and resilience building programme targeting the Greater Upper Nile (GUN) states. IMC Worldwide has been contracted by DFID to manage the monitoring, evaluation, research, analysis and knowledge management of the Humanitarian and Resilience Programme in South Sudan (HARISS). This component of the overall project is referred to as the Evidence and Learning Facility for South Sudan (ELFSS). Martha was the Project Manager for the technical design and implementation of the Knowledge Management Platform, which aimed to enable the automation and reporting relevant programme evaluations, knowledge, attitude and practice (KAP) analysis, and studies conducted by the Monitoring, Evaluation and Learning Teams as well as the Third-Party Monitoring Team. The overall goal of the KM Platform is to give real-time access to critical performance data, ensuring that the M&E information can be used frequently and easily to adapt and improve the programme.

Project Manager, Countdown to 2030 Country Profiles, UNICEF, June 2017 – April 2018

UNICEF is a key partner in the Countdown to 2030 (CD2030) initiative, a global movement that aims to end preventable maternal, newborn, and child deaths. DG created high-quality, visually compelling country profiles for eighty-one focus countries and an accompanying interactive data dashboard. As project lead, Martha oversaw development of data visualizations, project wireframes and graphic design, and development of the technical requirements to source over eighty public health indicators from a UNICEF-managed API. She coordinated with UNICEF staff, CD2030 advisors and technical contractors, to deliver a set of print and web-based knowledge tools for policy advocates and decision makers in maternal, newborn and child health (MNCH).

Project Manager, Complex Emergencies and Political Stability in Asia (CEPSA), University of Texas Austin (US Department of Defense), July 2016 – May 2018

The CEPSA program is a three-year research initiative exploring the confluence of insecurities that impact vulnerability in Asia – including climate change, conflict, aid and governance – and potential strategies for response. DG is developing a GIS dashboard to allow researchers and practitioners to explore these interactions and analyze how they impact resilience; it includes the ability to layer external geocoded datasets over those developed by this project, to explore the impact of refugees, terrorism, piracy and other major factors in South and Southeast Asia. Martha is the product owner and project manager, responsible for designing how the dashboard will function, overseeing wireframe development and working in close collaboration with the Agile technical team and researchers. She has led the team in developing an innovative user interface featuring predefined combinations of filters which use geocoded layers to tell a story and a country explorer which features data visualizations and qualitative case studies.

Project Manager, Preventing Maternal and Neonatal Deaths in Northern Ghana (PREMAND), University of Michigan (USAID/Ghana), August 2016 – May 2018

The PREMAND project works to understand the social and cultural factors that may contribute to the deaths and near-death recoveries of mothers and babies in four districts in Northern Ghana. From the data collected via in-person ‘social autopsy’ interviews, Development Gateway is developing a mapping tool designed to highlight the interactions of social, cultural and geographic factors in contributing to maternal and neonatal health outcomes. The tool will adapt to serve a range of users: from district health policy makers to local community leaders. Martha leads the project team, liaising with researchers to clean and analyze datasets, leading conversations and research on inclusive design and managing technical staff.

Project Manager, Aiding Resilience? The Impact of Foreign Assistance on the Dynamics of Intrastate Armed Conflict, University of Maryland (US Department of Defense), September 2014 – June 2018

Using statistical and econometric analysis, researchers from a number of institutions are developing a computational model to explore the impact of foreign aid on conflict at the subnational level. DG is creating a demo-ready prototype of an open source online portal to allow stakeholders to better understand the interactions between aid and conflict, both at specific sub-national locations and within a larger context. Martha leads DG’s involvement in this initiative, driving the development of a web tool to allow users to visualize geocoded data within this analytical framework. Her role includes development of an interface tool that allows users to adjust the weight of indicators within the model and see a dynamic response in the map dashboard.

Project Manager, Missing Child Alert Website, India, Plan International, May 2014 – November 2015

This project supported the Missing Child Alert Initiative of Plan International, aimed at supporting service provision and repatriation for victims of human trafficking in South Asia (India, Nepal, Bangladesh), with a focus on women and girls. DG created a web portal designed to improve cooperation and promote good practice standards for service providers working with trafficking survivors. The portal includes a permissioned interface; service provider registry; minimum standards list with self-scoring mechanism; and filterable map. As project manager, Martha led the team developing webpage requirements, standardizing data and designing a directory map. She oversaw the work of all team members and coordinated with co-implementers to launch a tool with adjustable views and functions to meet variable user requirements and privacy concerns for human rights agencies.

Project Manager, Aid Management Program Kosovo, Kosovo, European Union, August 2014 – November 2015

Beginning in 2009, Development Gateway led the implementation of the Aid Management Platform (AMP), an online application that enables governments and their development partners to better manage and coordinate development assistance. AMP streamlines the process for planning, monitoring, and reporting on international aid activities. Kosovo was the first AMP country to launch a public portal, allowing all citizens to find information on over 2,000 projects totaling more than €2.7 billion in commitments by over 20 bilateral and multilateral donors. Martha oversaw the implementation of a tool for importing donor information via the International Aid Transparency Initiative (IATI) data standard, as well as development of an automated donor transparency scorecard, and a user notification feature designed to improve workflow. She also developed a long term AMP sustainability plan in cooperation with the Government of Kosovo and oversaw the transition of the system to full government ownership.

Project Manager, Somalia Program Support Service, Kenya, USAID/Somalia, October 2014 – June 2015

At the request of USAID, DG assumed responsibility for USAID/Somalia’s Monitoring & Evaluation Program Clearinghouse database from the initial technical vendor. DG hosted the system and managed both the technical and operational functions of the database, which housed indicators reported by implementing partners and third-party

monitors. This included leading stakeholder trainings in system use and generating reports in compliance with USG frameworks. Led by Martha, the DG team was commended by the prime partner for developing a significantly improved bug-fixing workflow to triage user complaints, address them in cooperation with the vendor who owned the source code, and apply a rigorous stage of quality assurance to test bug fixes. Martha also led an organized sunsetting process for the tool at the end of the project period, in cooperation with USAID.

Project Manager, Uganda Data Crosswalk Pilot, Uganda, USAID, April – September 2014

In cooperation with the USAID Higher Education Solutions Network (HESN) innovation initiatives, Martha led a project exploring the potential for a data crosswalk which would integrate top-down aid information in the government's Aid Management Platform (AMP) and bottom-up geotagged M&E site visit data collected by UNICEF. Martha oversaw a team of AidData fellows who conducted an analysis testing the feasibility of a data crosswalk. She also led strategic and operational conversations with the USAID mission, UNICEF, the Government of Uganda and key local technical partners.

III. Volunteer Experience

- **Consultant**, Social Performance Task Force, Panama City annual meeting on advancing universal social impact standards for microfinance institutions
- **Market Researcher**, Assured Labor, Central America employment app
- **Guest Speaker**, Writing for Public Relations and Marketing, Harvard University Extension School
- **Business Plan Competition Judge**, Youth Entrepreneurs of Atlanta