

# Brian J. Crowley-Koch

829 Cross St.  
Philadelphia, PA 19147  
Tel: (269) 598-5360  
bjck@mac.com  
www.drbcck.com

## EDUCATION

Western Michigan University

Doctor of Philosophy in Behavior Analysis - 2018

Dissertation: *Investigating Generalization of Motorist Yielding to the Gateway Prompt from the Treated Leg of the Intersection to the Untreated Adjacent Leg*

Chair: Ron Van Houten

Western Michigan University

Master of Arts in Industrial/Organizational Psychology - 2008

Thesis: *Investigating the Effectiveness of a Raised Hand and Extended Arm to Increase Motorist Yielding Near Uncontrolled Crosswalks*

Chair: Ron Van Houten

Western Michigan University

Bachelors of Science in Psychology – 2004

Minor in Philosophy

## AWARDS/GRANTS

NHTSA Grant DTNH 22-97-H-05278

Psychology Departmental Honors - 2003

## TEACHING EXPERIENCE

**Instructor of Record - PSY 3440 (Industrial/Organizational Psychology)**

**2007 - 2009**

**Western Michigan University**

Responsibilities included developing and teaching an undergraduate course in organizational psychology for non-psychology majors (average enrollment of 48), creating and grading all exams, holding office hours, and supervising undergraduate teaching assistants. Topics covered: Performance Management, Performance-based leadership, Performance-Based Training, Behavior-Based Safety, Monetary Incentive Systems, Behavioral Systems Analysis, and Personnel Selection and Placement.

## **PROFESSIONAL EXPERIENCE**

### **Consultant – ALULA**

**May 2012- Current**

- Provide strategic guidance to clients on people-focused organizational disciplines, including leadership coaching, change management and adoption, workforce productivity, organizational learning and collaboration, talent management, and organizational culture
- Provide leadership coaching to leaders at all levels of the organization, facilitating 360 feedback assessment and developing action plans to close gaps
- Created diagnostic tools to assess digital transformation readiness of organizations including leader behaviors linked to success, which resulted in intellectual property used for new business development
- Created end-user training content on the topic of leadership behaviors that increase trust in the workplace which was turned into a half-day workshop for emerging leaders in a fortune-10 organization
- Developed Internal Consultants for a Fortune 10 company that diagnosed performance issues, implemented solutions, coached leaders on key leadership behaviors, and delivered results
- Designed custom change management approach for integration and adoption of major functions of a large chemical plant merger and acquisition, consulting with leaders to identify and prioritize change initiatives including transitioning from legacy processes
- Assessed the work processes from start to finish at an internal service organization that aids refineries in obtaining building permits from the city, providing recommendations to increase effectiveness, including the reorganization of process steps and implementation of new technologies (Salesforce using agile methodology) to enhance transparency
- Created a change management approach to a new permitting system for a Fortune 10 energy company, piloting the upgraded system in one location and traveling to support the replication across all eight sites
- Developed a change readiness handbook for enterprise-wide global health and safety initiatives to provide granularity in each site's readiness and mitigate potential barriers in implementation and sustainability
- Designed "Change Toolkits" for a Fortune 10 company that were used at international sites to assess change readiness and support the implementation of new processes to reduce injuries and fatalities
- Formulated performance checklists to highlight successes and areas of opportunity, engaging leadership to steward the change and closing performance gaps through field coaching
- Created a data collection and feedback system to communicate successes and opportunities related to performance issues in the preparation of "Hot Work" in a large industrial setting, delivering a decrease in deficiencies from a baseline of 13% to less than 1%

### **Consultant – The Ups Store**

**January 2012 – June 2012**

- Evaluated workflow and procedures to determine measures required to enhance employee productivity and overall company performance at a packing and shipping storefront location
- Developed a feedback system that decreased customer interaction interruptions by the owner, leading to a 20% increase in employee performance and allowing the owner more time to focus on business development
- Partnered with the owner to develop employee performance checklists for closing tasks and downtime work

**Safety Consultant - Quality Safety Edge****Jan 2011 – December 2011**

- Orchestrated a safety assessment for 14 upstream oil facilities in Kuwait by organizing interviews, site walkthroughs, and safety survey administration to transform the safety culture of the operating employees
- Implemented corrective actions and metrics to drive and track safe behaviors in the labor force, leading to a 15% increase in PPE usage, 30% increase in employees working outside of the line of fire, and a 40% increase in employees adhering to safety procedure over a one-month time period
- Increased effectiveness and value of safety walkthroughs by influencing leaders to observe and reinforce safe behavior through use of customized checklists

**Human Resources Analyst (Organizational Effectiveness) – Kellogg Company****June 2010-Jan 2011**

- Assessed organizational needs, analyzed processes, conducted stakeholder interviews, and developed tools to enhance onboarding, exit interviews, professional development, and employee feedback processes
- Prepared a final draft of employee survey questions to assess satisfaction and drivers within the organization
- Improved readability, usability, and aesthetics of 360 feedback reports, providing a tool for employees to better understand the noted strengths and weaknesses in addition to facilitating group report reviews

**Assistant Manager - The UPS Store****April 2001-May 2010**

- Managed all aspects of daily retail operations including opening/closing, balancing till, onboarding and training new employees, resolving customer complaints, and providing work direction

**APPLIED EDUCATION****Performance Improvement Consultant - Pathways****Jan 2009 - May 2009**

- Conducted a behavioral systems analysis for Pathways Medical Group and recommended key process changes to Senior Leadership
- Improved workflow, documentation, and acceptance of a computerized electronic medical system

**Systems Consultant – Pfizer Global Manufacturing****Jan 2006 - May 2006**

- Analyzed a project intake process to drive the creation of a customized solution for the L&D department
- Developed and pilot-tested a step-by-step guide on managing incoming requests from business units
- Delivered a comprehensive tool to support the analysis, simplification, and implementation of effective internal consulting solutions

**Consultant – National City Bank****Fall 2004**

- Developed a measurement system for National City Bank phone operators that measured Quality, Sales, and call time for each operator
- Allowed accurate measurement of performance and a baseline for rewards

**Safety Consultant – Berrien County, MI Road Commission****Jan 2002 - May 2002**

- Conducted an injury analysis based on injury reports and insurance data and made recommendations based on findings
- Suggested simple and easily implemented improvements based on data that would have an immediate impact on safety performance

## **Safety Specialist - Western Michigan University Cafeterias**

**Fall 2001- Spring 2002**

- Implemented Behavior Based Safety processes in several dining halls
- Designed video training for workers in university cafeterias
- Contributed to refinement of behavioral checklists, conducted safety observations, trained safety observers and conducted reliability checks. Analyzed data to determine prevalence and severity of injuries, which fed into updated checklists and observation schedules

## **PUBLICATIONS**

Hochmuth, J.M., **Crowley-Koch, B.J.**, & Van Houten, R. (in press). Examining generalization of motorist yielding at an adjacent crosswalk with variations of the gateway sign configuration. *Journal of Applied Behavior Analysis*.

McGee, H.M., & **Crowley-Koch, B.J.** (2019). Using behavioral systems analysis to improve large scale change initiatives in autism service organizations. *Perspectives on Behavior Science*, 42(4), 931-954.

**Crowley-Koch, B.J.**, & Van Houten, R. (2013). Automated measurement in applied behavior analysis: A review. *Behavioral Interventions*, 28(3), 225-240.

**Crowley-Koch, B.J.**, & Van Houten, R. & Lim, E. (2011). Effects of pedestrian prompts on motorist yielding at crosswalks. *Journal of Applied Behavior Analysis*, 44(1), 121-126.

## **RESEARCH EXPERIENCE**

**Student investigator** – Fabricated a driving simulator with fellow lab member that resulted in lab opportunities to study driving behavior. For example:

Arnold, M.L., & Van Houten, R. (2011). Increasing following headway with prompts, goal setting, and feedback in a driving simulator. *Journal of Applied Behavior Analysis*, 44, 245-254.

**Student investigator** - Primary and secondary observer for driver behavior for:

Van Houten, R., Malenfant, J.E.L., Reagan, I., Sifrit, K., & Compton, R. (2010). Increasing seatbelt use in service vehicle drivers with a seatbelt-gearshift delay. *Journal of Applied Behavior Analysis*, 43, 368-380.

**Student investigator** – Primary and secondary observer for driver behavior for:

Lebbon, A. R., Austin, J., Van Houten, R., & Malenfant, L. E. (2007). Evaluating the effects of traffic on driver stopping and turn signal use at a stop sign: A systematic replication. *Journal of Organizational Behavior Management*, 27, 27-35.

**Student investigator** – Data analysis and scoring for:

Koch, E, Spates, C.R., & Himle, J (2005). Comparison of behavioral and cognitive-behavioral one-session exposure treatments for small animal phobias. *Behaviour Research and Therapy*, 42(12), 1483-1504.

**Student investigator** – Lead research assistant and primary observer for:

Rohn, D.H. (2004). *Exploring the behavioral function of work monitoring* (Doctoral dissertation). Retrieved from <http://scholarworks.wmich.edu/dissertations/1133>

## PROFESSIONAL PRESENTATIONS

**Crowley-Koch, B.J.,** & Van Houten, R. (2008, May). *The effects of the raised hand and extended arm on motorist yielding behavior.* Paper presented at the 34th annual convention of the Association for Behavior Analysis International, Chicago, IL.

**Crowley-Koch, B.J.,** Sigurdsson, S.O., & Alavosius, M. P. (2005, May). *Interactive media to train work safety practices in dining services.* Paper presented at the 31st annual convention of the Association for Behavior Analysis, Chicago, IL.

Austin, J., **Crowley-Koch, B. J.,** & Tomasi, M. D. (2003, September). *A behavioral safety assessment of a county road commission.* Symposium at the 23rd annual meeting of the Florida Association of Behavior Analysis, St. Petersburg, FL.

Spates, C. R., Koch, E., & **Crowley-Koch, B. J.** (2001, March). *The effectiveness of a behavioral one-session exposure treatment with small animal phobias.* Poster presentation at the annual meeting of the Behavior Analysis Association of Michigan, Ypsilanti, MI.

## ASSOCIATIONS

- Full Member, Association for Behavior Analysis International
- Pennsylvania Association for Behavior Analysis
- Philadelphia Metro Association for Behavior Analysis
- Organizational Behavior Management Network

## EDUCATIONAL SERVICE

### OBM Network Designer

Prepared OBMN articles for online publication and Designed cover page layout **2007-2009**

### Manuscript Referee

**2008-Present**

Journal of Organizational Behavior Management

Journal of Transportation Safety & Security

## COMMUNITY SERVICE

### Big Brothers Big Sisters Independence Region

**2019-Present**

- Volunteer Mentor for Mentor 2.0 program
- Provide guidance and mentoring to a high school freshman focusing on college preparation

### East Passyunk Civic Association

**2019-Present**

- Volunteer street cleaner and tree planter

### ESL Tutor – Garces Foundation

**2019**

- Tutor Philly's adult Latinx population in beginner English
- Leverage technology and current events to facilitate learning

### Consultant (Pro Bono) – Camden Print Works

**2012-Present**

- Developed organizational refresh strategy aligning sales goals with staff performance

- Developed quality control checklist to prevent incorrect final products from being shipped to customers
- Diagnosed screen reclaim process in which silk screens are cleaned and prepared for new images - Increased rate of reclaimed screens by 150% while decreasing error rate by 50%
- New process resulted in quicker turnaround and less downtime for printing as more error-free screens were available

**Big Brothers Big Sisters of Kalamazoo**

**2008-2010**

- Mentored 11-year old
- Assisted in improving his reading and comprehension skills
- Promoted science discovery through museum and nature activities