

**LAKSHMI REDDY BLOOM
DATA FOR DECISIONS, LLC**

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PROFILE: Consultant with expertise in the areas of survey design and analysis, human resource information systems, and microcomputer modeling. Specializes in the collection and processing of quantitative and qualitative data for policy analysis, decision-making and litigation.

EDUCATION: M.P.A., 1983, Economics and Public Policy
Woodrow Wilson School of Public and International Affairs
Princeton University
Princeton, New Jersey, U.S.A.

B.A., 1980, Economics
Mount Holyoke College
South Hadley, Massachusetts, U.S.A.

PROFESSIONAL EXPERIENCE: Director, 1999 - present
Data for Decisions, LLC
Weston, Massachusetts
Established a consulting practice to offer economic and statistical expertise to research groups and firms. The major focus of consulting work to companies has been in the area of human resources, specifically in the assembly and statistical analysis of data appropriate to assessing claims of age, gender, and race discrimination in compensation, hiring, promotion, and reduction in force. Work has also involved assembly and analysis of data pertaining to the estimation of economic damages.

Consultant, 1998 - 1999
National Bureau of Economic Research (NBER)
Cambridge, Massachusetts
Participated in an NBER study, conducted in collaboration with the University of Cape Town, of the national pension system in South Africa. Objectives were to analyze the impact of the government pension on the elderly and their families by means of a household survey that examined economic, health and life style issues. Contributions included:

- Participation in field testing and evaluation of survey instrument
- Refinement of survey instrument

Consultant, 1995 - 1997

Child Relief and You (CRY), U.S.A.

Princeton, New Jersey

Helped establish a U.S. branch of CRY, the largest indigenous child relief agency in India, with a view toward raising financial support for CRY's child welfare and policy activities, from the large Indian community in the U.S.

Contributions included:

- Assisting with the development of a strategic plan for CRY U.S.A.
- Designing an information system for tracking CRY contributors and contributions and the sale and distribution of CRY products

Consultant, 1992 - 1994

School of Public Health, Columbia University,

New York, New York

Helped conduct a pediatric HIV/AIDS study, which sought to measure the cost of treating children with HIV/AIDS by tracking a group of children at three of New York's largest hospitals.

Specific contributions included:

- Refining the data collection instrument
- Designing the study database and coding scheme

Consultant, 1988 - 1992

Harvard Institute of International Development (HIID)

Cambridge, Massachusetts

Participated in a research project sponsored by Indonesia's Ministry of Finance that focused on Indonesia's urban informal sector and the design of government policy pertaining to that sector.

Contributions included:

- Analyzing three, large surveys of informal sector workers in Jakarta
- Developing a microcomputer model for studying the economic and financial prospects of small-scale recycling and composting enterprises in Jakarta

Staff Associate in Management Information Systems (MIS), 1983 - 1987

Management Sciences for Health (MSH)

Boston, Massachusetts, U.S.A.

MSH is an international, nonprofit organization that provides technical assistance to public health programs.

Major contributions included:

- Designing and implementing MIS training seminars for public health and family planning program officials in developing countries
- Developing a nationwide information system to support the human resource planning function of the Ministry of Health, Indonesia
- Preparing an analysis plan for the first national child health survey in the Sultanate of Oman
- Developing a microcomputer model for estimating pharmaceutical drug requirements in Morocco

PUBLICATIONS: ‘Tackling Tuberculosis: The Business Response’, with David Bloom and Mark Weston, report prepared for the World Economic Forum, February 2008.

‘HIV/AIDS: A Growing Concern to Business,’ with David Bloom, Paula Delay, Fiona Paua, Richard Samans, and Mark Weston, *World Economics*, 8(4): October-December 2007, 125-141.

‘Not Immune: Why Business Should Be Concerned About HIV/AIDS,’ with David Bloom and Mark Weston, *De Tijd*, December 1, 2006

‘Business and Malaria: A Neglected Threat?’ with David Bloom and Mark Weston, report prepared for the World Economic Forum, June 2006.

‘Business and HIV/AIDS: A Healthier Partnership?’ with David Bloom, David Steven, and Mark Weston, report prepared for the World Economic Forum, 2006.

‘Business and HIV/AIDS in Asia: Pushing Back the Tide,’ with David Bloom and Mark Weston, report prepared for the World Economic Forum, August 2005.

‘Business and HIV/AIDS: Commitment and Action? A Global Review of the Business Response to HIV/AIDS 2004-2005’ with David Bloom, David Steven, and Mark Weston, report prepared for the World Economic Forum, January 2005.

‘Business and HIV/AIDS: Who Me? A Global Review of the Business Response to HIV/AIDS 2003-2004’ with David Bloom, David Steven, and Mark Weston, report prepared for the World Economic Forum, December 2003.

‘Business, AIDS, and Africa’, with David Bloom and River Path Associates, in *Africa Competitiveness Report 2000/2001*, Oxford University Press, 2000, New York.

Enterprises for the Recycling and Composting of Municipal Solid Waste in Jakarta, Indonesia, with Christopher Bennett, David Bloom, Marguerite Robinson, and Michael Simpson, Center for Policy and Implementation Studies, 1993, Jakarta, Indonesia.

REFERENCES: Available upon request.

CITIZENSHIP: U.S.A.