

ROBERT M. TOBIAS CERTIFICATE

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DAVID ASHLEY

Chief of HUM Business Solutions
US Secret Service

David Ashley is the Chief of HUM Business Solutions at the United States Secret Service where he leads a team managing the IT portfolio of USSS human capital systems and business processes including data analytics, IT project prioritization, and survey methodology. Previous to his position at the Secret Service, Mr. Ashley was the Human Capital Data Analytics Division Manager at the Department of Homeland Security where he led a team overseeing data analytics and reporting of the 200,000+ DHS workforce across its 10 components. Before that role, he was a program analyst for the Federal Emergency Management Agency where his duties included developing business models, performance measurement development, survey work, and program reviews. Before joining FEMA, his other roles included serving as the financial resources manager the tactical communications office for U.S. Customs and Border Protection, as a marketing researcher at the U.S. Small Business Administration, and as the Director of the Small Business Development Center at the University of New Mexico.

He also completed a six-month rotation at the U.S. Department of Treasury developing its supervisor training course, served as president of the University of Georgia's Marketing Research Institute International, and served two terms as president of the Mid-Atlantic Chapter of the Marketing Research Association.

Mr. Ashley is an adjunct professor and an Executive in Residence at the University of Maryland's Smith School of Business and with the George Washington University School of Business where he teaches designing innovative systems, marketing research and data analytics, qualitative and quantitative research methods, statistics, and the capstone project management course for the University of Maryland business honors program. He has led UMD student trips to Japan, Hong Kong, Mainland China, Tunisia, Italy, Vietnam, Singapore, and Brazil. He has authored a marketing research college textbook, *Marketing Research in Practice*, published by Kendall Hunt Publishing and is an academic reviewer for the *European Journal of Marketing*, the *Journal of Marketing Theory and Practice*, and the *Journal of Communication Management*. He completed the Hansards Scholars Program at the University of London and holds an BA degree from the University of North Carolina at Chapel Hill and an MBA from the University of New Mexico.



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