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Dr. Matos is Lead People Scientist at Culture Amp aiding companies in the use of research and data to make strategic workforce and policy decisions. His research on diversity and inclusion, workplace flexibility, and leadership is often cited in business and mainstream media such as *The New York Times, The Wall Street Journal, The Today Show*, and NPR. He holds degrees from Amherst College, Cornell University, and The George Washington University.

From Research to Action: Using Data to Drive Leadership Decisions

We live in a time so flooded by data that it seems no decision can be made without some research backing it up. Yet not all research is equal, and many great findings go unheard or unrecognized in the halls of applied practice. To influence decision makers, data must be presented to empower leaders to convert findings into actions that produce valued outcomes.

This session presents tips and best practices for using data to persuade leaders to make evidence based decisions. It discusses 1) the importance of building a reputation as a scholar-practitioner who understands your audience, 2) mixing the best elements of academic research and mainstream storytelling to build strong business cases, and 3) reconciling tensions between speed and quality in research-based decision-making.