

Nicole M. Reed

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EDUCATION

Georgia Institute of Technology, Scheller College of Business
Doctorate of Philosophy, Management, Organizational Behavior

Atlanta, GA
Aug 2026-Present

- *Stamps Doctoral Fellow*

New York University, Leonard N. Stern School of Business
Bachelor of Science, Business, Cumulative GPA: 3.62/4.00

New York, NY
Sept 2016 - May 2020

- Concentration: Statistics | Minors: Mathematics, Philosophy
- *Dean Blount Social Impact Award Recipient*
- Academic distinction: Dean's List for the 2018-2019 Academic Year
- Relevant coursework: Regression & Multivariate Data Analysis; Decision Making Under Uncertainty; Forecasting Time Series Data; Decision Models & Analytics, Calculus I–III; Linear Algebra; Organizational Communication & Its Social Context; Law, Business & Society; Logic; Ethics
- Worked as a Central Office Intern from 2018 – 2020 for New York University's Office of Residential Life & Housing Services

RESEARCH INTERESTS

- *Neurodiversity at Work*: masking, the double-empathy problem, belonging, and mutual misunderstanding
- *Meaning, Authenticity, and Job Crafting*: meaning of work; job, relational, and cognitive crafting; authenticity
- *Artificial Intelligence / LLMs*: examination of workplace language, prototypicality, perceptions of competence
- *Relational Dynamics and Emotional Labor*: leader–member interactions, boundary work, emotion regulation

PUBLICATIONS

- Reed, N. M., & Vogus, T. J. (2026). All the workplace is a stage: Extending the double empathy problem through performative relationality. *Frontiers in Psychology*, 17, 1893333. <https://doi.org/10.3389/fpsyg.2026.1893333>

RESEARCH EXPERIENCE

Organizational Behavior Research Assistantship

September 2024-Present

Professor Timothy Vogus, Vanderbilt University, Owen Graduate School of Management

Remote, US

- Assisted Dr. Vogus on a monograph that challenges management theory by focusing on neurodiversity and how mutual misunderstanding (the “double empathy problem”) impedes organizational inclusion.
- Conducted comprehensive literature reviews across neurodiversity studies, organizational behavior, and management theory to identify gaps in fit, leadership, and culture models.
- Co-authoring (with Dr. Vogus) a conceptual piece examining proposing a novel way of thinking about the double empathy problem (forthcoming in *Frontiers in Psychology*).

- Developed theoretical insights and novel research questions, refining the ability to make original contributions to Organizational Behavior and Management research.

Generative AI and Prototypicality Threat Empirical Project

July 2025-Present

Professor Batia Wiesenfeld, New York University, Stern School of Business

Remote, US

- Conducted quantitative analyses in R using survey data from Qualtrics (N=673) to test how perceived prototypicality threat relates to employee responses to workplace AI, controlling for realistic job-loss threat, in collaboration with Stern PhD Student Benjamin Poag.
- Tested how perceived threats to prototypicality influenced both negative (disengagement, resistance) and positive (proactivity, AI-assisted job crafting) outcomes. Estimated linear and multilevel models; ran mediation, moderation, and moderated-mediation tests linking prototypicality threat to both negative (disengagement, resistance) and positive (proactivity, AI-assisted job crafting) outcomes, with diagnostics for multicollinearity and sensitivity.
- Modeled the proto × real interaction to show how resource scarcity reframes coworkers as competitors, reallocating crafting efforts toward AI tools vs. human coworkers depending on threat levels; reported effect sizes and simple-slope patterns to aid interpretation.
- Transformed identity constructs (e.g., expertise centrality, professional identification) into clear measures, aligned theory with measurement and model selection, and translated the results into actionable implications for organizational practice and policy.

PROFESSIONAL EXPERIENCE

Google

May 2021 – December 2023

Analytical Lead Associate, Large Customer Sales, Google Ads

Chicago, IL

- Designed, conducted, and analyzed advertising user-based behavioral studies utilizing R, SQL, and Python, resulting in an additional \$4.5 million in spend within the apps and consumer packaged goods verticals.
- Created a robust advertising research measurement plan with Excel for multiple clients at scale, mentioned by the Managing Director as the first major contributor to an \$81 million deal signed for 2023.
- Built Tableau dashboards to visualize paid and organic performance across YouTube, Connected TV, and mobile channels for brand and media teams, leveraging Google Trends, YouTube Analytics, marketing mix modeling, A/B testing, and incrementality studies.
- Led audience segmentation analyses using Salesforce Marketing Cloud and Google Analytics to inform targeting and channel optimization.

Moody's Investors Service

July 2020 – May 2021

Associate Analyst, Structured Finance, Strategy & Risk Analytics

New York, NY

- Performed quantitative analysis with Excel on 30 loans worth approximately \$575 million for 10+ commercial mortgage-backed security (CMBS) deals to evaluate credit risk.
- Utilized descriptive statistics and multivariate regression to perform data analysis for 1,200 loans with Excel for Moody's research to be published on defeasance.
- Developed a dynamic dashboard using SQL and Java on Sisense to track the financial performance and loan risk of over 250 malls nationwide, providing key insights for senior leadership.

Google

June 2019 – August 2019

Cloud Account Development Rep. Intern

Austin, TX

- Created 5 Pipeline Progression Dashboards & 8 Performance Dashboards on Salesforce CRM platform for sales management to track deal progression and team performance.

- Developed a book of business and successfully executed a multi-faceted sales campaign with customized messaging to prospects to set sales meetings.

RESEARCH SKILLS

- **Statistics / Data Analysis:** R, Python, Stata, Minitab, Microsoft Office Excel, Statistical Methods (Regression, ANOVA, Factor Analysis, SEM, HLM), SQL
- **Survey Design:** Qualtrics, Google Surveys
- **Public Speaking:** Experience creating and delivering presentations for The Diabetes Link, NYU Student Government Senator At-Large representing students with disabilities university-wide
- **Other Skills / Hobbies:** Argumentative writing, symbolic logic, philosophy, painting, classical music, cycling

CONFERENCES & WORKSHOPS

- Neurodiversity at Work Research Conference, UW Foster School of Business June 2026
- Junior Scholar at “Fostering Community” Workshop, UW Foster School of Business April 2026
- Academy of Management Conference, Chicago, IL Aug 2024

AWARDS & PROFESSIONAL MEMBERSHIPS

- Stamps Doctoral Fellowship Recipient, Georgia Institute of Technology 2026 - 2031
- Academy of Management Member 2024-Present
- Neurodiversity at Work Research Micro Community Member 2024-Present
- Dean Blount Social Impact Award, New York University Stern School 2020
- Inaugural “Make a Difference” Grant, New York University Residential Life 2018-2019
- Lime Connect Fellowship Finalist 2018

VOLUNTEER

Learn To Be July 2024 – Present
Tutor Remote, US

- Provided consistent virtual academic support to K-12 students from under-resourced communities in specified subjects (e.g., Math, Reading) by customizing lessons to individual learning styles.
- Tracked student progress and built academic confidence through personalized, weekly sessions, helping to close educational gaps for students lacking access to quality tutoring.

Girl Scouts September 2017 - Present
Gold Award Coach Remote, US

- Mentored Girl Scouts one-on-one as a designated Gold Award Coach, guided project scoping, timelines, and requirements; provided feedback, resources, and community connections.

- Sustained momentum and leadership growth through milestone check-ins, problem-solving, and encouragement; enabled girls to complete high-impact community service projects.