

Kara Hardman

Analyst



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EDUCATION

- > Bachelor of Science in Economics, Santa Clara University in Santa Clara, California

CAREER

Evergreen Economics
2022 – current

Kara Hardman is a focused, well-rounded pragmatic thinker with strong quantitative and analytical abilities, skilled at bringing in fresh ideas and building sound decision support analysis. Kara is technically skilled in Microsoft Excel, Word, and PowerPoint, ERP software SAP, Hyperion, and PeopleSoft.

AREAS OF EXPERTISE

In her prior job at BEA Systems, Kara developed expertise in quantitative analysis. She currently assists Evergreen Economics evaluations with a variety of tasks including data analysis, recruiting participants for interviews, and coordinating site visits. She has cleaned and leveraged large datasets, performed linear regressions, and proposed interventions.

SELECTED INDUSTRY EXPERIENCE

- > **Financial Analysis for Evergreen Economics**
Conducts regular analysis of finances, which includes producing and reviewing financial reports, comparing actual income and expenses to forecasted values, reconciling accounts, and review of overhead expenses.
- > **SDG&E Single-Family Affordable Solar Housing (SASH) Program and Disadvantaged Community Single-Family Affordable Solar Housing (DAC-SASH) Program Evaluation**
Assisted with an evaluation of two programs that focus on increasing the number of solar installations on single-family affordable housing; one of the programs focuses on serving customers in disadvantaged communities. This project is for the California Public Utilities Commission (CPUC), sponsored by San Diego Gas & Electric.
- > **Northwest Energy Efficiency Alliance Residential Laundry Field Study**
Assisting with a field study of residential consumer laundry habits; this residential laundry field study leverages NEEA's current Residential Building Stock Assessment (RBSA) project to collect data on laundry habits in the region served by NEEA.
- > **Northwest Energy Efficiency Alliance 2022 Residential Building Stock Assessment**
Assisted with the 2022 RBSA study, which included management of a call center (for recruitment) and a team of three engineering firms that were responsible for site visits. The primary goal of the study was to develop a current, robust, and representative characterization of the existing residential single-family and multifamily building stock in the Northwest.



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SELECTED INDUSTRY EXPERIENCE (continued)

> **BEA Systems (Sold to Oracle)**

For master's capstone project, cleaned and inputted CDC datasets, performed linear regression and used stepwise selection for key variables (emphasizing urban vs. rural health disparities), and proposed interventions such as health coaches and telemedicine based on primary predictors.

- As Director of Customer Analytics in Corporate Marketing, designed and implemented customer database to enable BEA to track the number of customers and relevant demographics for internal leadership use and quarterly earnings report.
- As Financial Controller and Senior Operations Manager in Corporate Marketing, promoted to the role of division financial controller; directed financial management activities for WW Marketing organization; provided decision support and improved internal processes to maximize return on investment.