

Jamie Rye Allen

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EDUCATION

- 05/2025 **Ph.D.** in Environment and Natural Resources
Program Specialization in Environmental Social Sciences
Graduate Interdisciplinary Specialization in Data-Driven Sustainable Energy Systems
The Ohio State University
Dissertation Topic: *Consumer Perceptions of Plant-based Alternatives and Animals Used for Food*
- 05/2019 **B.S.** in Psychology
Minors in Environmental Policy & Planning; Music Performance
Virginia Polytechnic Institute and State University
Overall GPA: 3.95, In-major GPA: 4.0, Summa Cum Laude
Research: *Increasing Sustainable Transportation in College Students; Impact of Social Media on Hiring*

EXPERIENCE

Behavioral Scientist Jun 2025 – Present
Limetree, Dallas, TX (remote)

Responsibilities

- Optimize communication and marketing strategies using behavioral science to aid clients in successfully encouraging health behaviors
- Qualitative and quantitative survey data analysis
- Project management

Behavioral Science Consultant Mar 2025 – Present
BEworks, Toronto, ON (freelance—remote)

Responsibilities

- Determine best evidence-based solutions and tactics to drive the outcomes of client interest
- Present evidence-based strategies to senior stakeholders and diverse audiences
- Distill empirical insights into actionable solutions for clients
- Stakeholder interviews, field observations, survey creation, experiment design, and quantitative data analysis

Research Manager and Government Relations Apr 2025 – Aug 2025
The Impact Project, Columbus, OH

Responsibilities

- Manage research strategies
- Direct and manage research assistants in qualitative data coding
- Communicate with federal agencies and stakeholders

Social Science Researcher, Environmental Behavior Change Research Group Aug 2020 – May 2025
Dr. Nicole Sintov – Environmental Social Sciences, **The Ohio State University**

Dissertation Research (Jan 2024 – May 2025): Herbivorous Alternatives: How Labels, Cognitive Dissonance and Psychological Distance Influence Choice for Non-meat Animal Product Substitutes and Consumption of Marine Animals

- Independently crafted cohesive multi-study project incorporating several theoretical frameworks and practical contexts
- Wrote and submitted multiple grant proposals, resulting in two awards

- Developed and collected data for three online studies: two examining consumer choice based on product label and experienced cognitive dissonance after choice, and one examining experienced psychological distance between consumers and eight different animals
- Developed and collected data for one in-lab experimental study examining how preconceived health perceptions of dairy products impact choice of their non-dairy alternatives
- Developed online study to administer interventions to decrease perceived psychological distance between consumers and certain marine animals

Five-year NSF Multi-disciplinary Ongoing Project (Aug 2020 – May 2025): Sustainable and Circular Engineering for the Elimination of End-of-Life Plastics

- Collaborated with interdisciplinary peers and faculty on development of multi-year research project on single-use plastic alternatives
- Designed and ran a series of studies testing consumer preferences of single-use plastic alternatives
- First author on corresponding manuscript in preparation

Second Year Research Project (May 2021 – Dec 2023): Predictors of Electric Vehicle Adoption Intent in Rideshare Drivers Relative to Commuters

- Developed research questions and analyzed hypotheses using existing dataset
- Wrote and published corresponding manuscript

Food Waste Programs Intern

May-Sept 2023

Solid Waste Authority of Central Ohio (SWACO), Grove City, OH

Responsibilities

- Developed case studies on commercial entities and their compost practices
- Developed composting guide and related resources
- Crafted messages and information campaigns to decrease food waste
- Responded to inquiries regarding food waste and recycling
- Developed food waste initiative event for SWACO and partners

PEER-REVIEWED JOURNAL PUBLICATIONS

Rye, J., Sintov, N. D. (2024). Predictors of Electric Vehicle Adoption Intent in Rideshare Drivers Relative to Commuters. *Transportation Research Part A: Policy and Practice*, 179, 103943.

MANUSCRIPTS UNDER REVIEW

Rye, J., Mertens, S. N., Lucas, J., Sintov, N. D. (2026). Oops, I Did it Again: Patterns of Positive Spillover Across Sustainable and Unsustainable Choices. *Environmental Psychology Research* (under review).

MANUSCRIPTS IN PREPARATION

Rye, J., (*Appetite*). Herbivorous Alternatives to Dairy and Eggs: Labeling Effects on Attribute Perceptions, Experienced Loss, and Choice-Induced Dissonance.

Rye, J., (*Appetite*). Health Perceptions of Dairy Products: Their Impact on Herbivorous Alternatives and the Health Halo Effect.

Rye, J., (*Journal of Environmental Psychology*). Social Closeness to Animals Commonly used for Food: Perceptions of Marine vs. Terrestrial Animals and an Intervention to Expand Regulatory Scope.

PRESENTATIONS & RELATED WORK

- Rye, J.** (2025, March 7). *Social Perceptions of Marine vs. Terrestrial Animals Used for Food and an Intervention to Expand Regulatory Scope*. Poster presented at Decision Sciences Collaborative 2025 Annual Research Forum, Columbus, OH.
- Rye, J.** (2025, February 20-22). *Vegan or Plant-Based? How Labels Shape Perceived Loss Aversion and Consumer Choice*. Poster presented at Society for Personality and Social Psychology Annual Convention 2025 Main Conference and Sustainability Psychology Preconference, Denver, CO.
- Rye, J.** (2024, April 22). *Herbivorous Alternatives: The Impact of Labeling on Choice, Attribute Perceptions, and Loss Aversion*. Poster presented at Environmental Professionals Network Earth Day Event, Columbus, OH.
- Rye, J. & Sintov, N. D.** (2023, November 15). *Predictors of Electric Vehicle Adoption Intent in Rideshare Drivers Relative to Commuters*. Flash Talk presented at Behavior, Energy, & Climate Change, Sacramento, CA.
- Sioshansi, R., Mayhew, M., Irwin, E., Ramnath, R., & Bielicki, J. (2022, October 18). *NRT-HDR: Convergent Graduate Training and EmPOWERment for Sustainable Energy Future*. Poster presented on behalf of authors at National Science Foundation Research Traineeship Annual Meeting, Blacksburg, VA.
- Rye, J., Hurst, K., Deepak, R., & Sintov, N. D.** *Predictors of Electric Vehicle Adoption Intent in Rideshare Drivers Relative to Commuters*.
 (2022, June 21) – Poster presented at Energy & Climate Transformations: 3rd International Conference on Energy Research & Social Science, Manchester, United Kingdom
 (2022, April 20) – Poster presented at Earth Day Environmental Protection Network Reception
 (2022, February 16) – Poster presented virtually at Society for Personality and Social Psychology Annual Convention 2022, Sustainability Psychology Preconference.
- Rye, J.,** (2021, May 17). *Introduction to Environmental Social Science*. Presented to Go Sustainable Energy – energy consulting firm.
- Rye, J.,** (2020, November 6). The observatory: The key to sustainability is human behavior. From <https://medium.com/the-battelle-center-for-science-engineering-and/the-observatory-the-key-to-sustainability-is-human-behavior-dc72e3c4440c>
- Rye, J.,** Mastrich, Z. H., & Geller, E. S., (2019, February 20). *Intervening for Environmental Sustainability: An Evaluation of a Campus-Wide Prompt to Influence Transportation Choices*. Poster presented at the 30th annual conference of the North Carolina Association for Behavior Analysis, Winston-Salem, N.C.

ADDITIONAL RESEARCH EXPERIENCE

- Lab Assistant**, Understanding the Statistics of Sea Level Rise Oct 2019 – Jan 2020
 Dr. Todd Schenk – Urban Affairs and Planning, **Virginia Tech**
 Dr. Shyam Ranganathan – Department of Statistics, **Virginia Tech**
Responsibilities
- Prepared simplified definitions of statistical terms for research participants
 - Crafted graphical representations of climate change
- Undergraduate Researcher**, Social Cognitive and Industrial Psychology Lab Aug 2018 – May 2019
 Dr. Neil M. Hauenstein – Psychology Department, **Virginia Tech**
Responsibilities
- Designed and executed independent study on social media and hiring
 - Developed and refined methodologies
 - Trained research assistants to establish high interrater reliability
 - Taught assistants how to code the data and met with them weekly to assess progress of data collection
 - Collected, organized, and analyzed data using SPSS
- Undergraduate Researcher**, Center for Applied Behavior Systems Lab Jan 2018 – May 2018
 Dr. E. Scott Geller – Psychology Department, **Virginia Tech**
Responsibilities
- Designed and executed independent study intended to increase sustainable transportation

usage in college students

- Worked across disciplines/departments to gather resources and data
- Organized mass quantities of data in spreadsheets
- Conducted statistical analyses

Field Study, Social Cognitive and Industrial Psychology Lab

Jan 2018 – May 2018

Dr. Neil M. Hauenstein – Psychology Department, **Virginia Tech**

Responsibilities

- Completed data preparation, data coding, data entry, and data analysis

Field Study, Center for Applied Behavior Systems

Aug 2017 – Dec 2017

Dr. E. Scott Geller – Psychology Department, **Virginia Tech**

Responsibilities

- Completed data collection and entry for several studies
- Offered ideas for project improvement
- Instructed research subjects before and during their participation in the study

TEACHING EXPERIENCE

Guest Lecture

Sep 17, 2024

ISE 6020 Foundations of Data-Driven Sustainable Energy Systems – Dr. Jeff Bielicki

Department of Integrated Systems Engineering – **The Ohio State University**

Lecture Title: Focus on Demand: Consumer behavior

Graduate Teaching Assistantship

Spring 2024

ENR 3500 Community, Environment, & Development – Dr. Joe Campbell

Fall, Spring 2023

School of Environment and Natural Resources – **The Ohio State University**

Fall 2022

Responsibilities

- Managed course content and periodically lectured or led class
- Coordinated all attendance issues and student disability accommodations
- Graded four written exams for ninety students throughout semester
- Communicated with students regarding all questions or concerns pertaining to the course

AWARDS, ACCOMPLISHMENTS, & LEADERSHIP EXPERIENCE

Oct 2024	Alumni Grants for Graduate Research Recipient (\$2,300)
Nov 2023	Decision Sciences Collaborative Research Grant Recipient (\$2,336)
Summers 2021-2023	Peer mentor for RISE graduate and undergraduate students
2022 – 2023	Treasurer for GradRoots Student Organization
Jan – May 2022	Led team of five to develop energy misinformation guide for Invenergy
2020-2021	Peer mentor for undergraduates in School of Environment at Ohio State University
2019	Baccalaureate Class Rank – Overall: top 2%, In-major: top 4%
2019	Phi Kappa Phi Honor Society Member
2017-2019	Psi Chi Honor Society Member

PROFESSIONAL AFFILIATIONS & ACTIVITIES

2020 – present	Member of American Psychological Association Division 34
2020 – present	Member of Society for Personality and Social Psychology
Oct 10, 2024	Panel member at University Energy Institute Leadership Collaborative Summit
Jan 2024 – May 2025	Member of Sustainability Education & Learning Graduate and Professional Subcommittee

Aug – Oct 2022 NRT Communicating Research Series
Oct 2022 NSF Research Traineeship Annual Meeting

TECHNICAL SKILLS

Software:

Proficient in: SPSS, R, R studio, JMP, Microsoft Office Suite, Google Workspace, Windows OS, Figma, ATLAS.ti

Exposure to: Python

Data analysis: Quantitative and Qualitative, analysis of variance, linear modeling, structural equation modeling, data visualization, non-parametric testing, correlation, chi square

Languages: Intermediate French

Music: Classical Cello Performance (15 years), Piano (11 years), Acoustic Guitar (11 years)