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| **AARON HEKELE**  **Senior Project Manager**  ETC Institute  725 W. Frontier Circle, Olathe, KS 66061  ahekele@etcinstitute.com  (913) 254-4523 / ahekele@etcinstitute.com | cid:image001.png@01D0F5FE.40FD6130 |

**EDUCATION**

B.S., Marketing and Statistics, Kansas State University (Manhattan, KS)

**SUMMARY OF EXPERIENCE**

Mr. Hekele has over ten years of experience conducting survey research on service delivery systems and client utilization for both the public and the private sector. He has designed and implemented research initiatives for hundreds of organizations almost 40 states and is skilled in the project management of large national studies, study design, instrument selection and development, quantitative and qualitative analysis, interpretation and presentation of findings. Mr. Hekele has extensive experience with satisfaction and utilization measurement, particularly in the transportation industry and among under represented populations

**RELEVANT PROJECT EXPERIENCE**

* Maricopa Association of Governments Establishment Travel Survey
* Dallas-Fort Worth Commercial Vehicle Survey
* Atlanta Regional Commercial Vehicle Survey
* Wichita Falls Commercial Vehicle Survey
* Sherman-Denison Commercial Vehicle Survey
* Commercial Vehicle Survey for the Continental Gateway Authority in central Oklahoma
* Commercial Vehicle Survey for the U.S. Treasury Department as part of an International Trade Center Feasibility Study for locations along the I-35 Corridor
* Houston-Galveston Regional Household Activity Travel Survey
* Oklahoma City Regional Household Activity Travel Survey
* Fayetteville, North Carolina Regional External Origin and Destination Survey and Household Activity Travel Survey
* Greenville, North Carolina Regional External Origin and Destination Survey
* Greater Kansas City On-board Transit Travel Survey
* Greater Buffalo-Niagara, New York, Regional Origin and Destination Survey
* Charleston, South Carolina, Regional Origin and Destination Survey
* Pikes Peak Area Council of Governments, Regional Origin and Destination Survey
* Jacksonville, North Carolina, Regional Origin and Destination Survey
* Greater Louisville, Kentucky, Regional Origin and Destination Survey
* North Front Range Regional Origin and Destination Survey
* Montgomery County, Kansas, Origin and Destination Survey
* Southwestern Kansas, Origin and Destination Survey
* Survey of High Technology Businesses for Triple I, Incorporated
* Survey of Kansas City Area Employers for the Greater Kansas City Chamber of Commerce
* Survey of Kansas City Area Employers on Public Transit Issues for Mid America Regional Council
* Survey of Sioux Falls Area Businesses as part of the Regional Transportation Needs Assessment

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Cicerone, B., Hekele, A., and Morado, J. Use Continuous Process Improvement To Better Manage Customer Loyalty. Alert! Magazine Online (published in the website of the Marketing Research Association, www.mra-net.org), 2009 (April).

Cicerone, B., Hekele, A. and Morado, J. Gain A Competitive Advantage: Apply Continuous Process Improvement To The Process For Managing Customer Loyalty. Published in the website of the Business Marketing Association, (www.marketing.org), 2009 (February).

Cicerone, B., Hekele, A., and Morado, J. Keep Customers Coming Back By Inspecting What You Expect. 2009 (January 20). Posted to the Resource Portal section of the website of The Greater Kansas City Chamber of Commerce ([www.kcchamber.com](http://www.kcchamber.com)).