

Maria Broderick, Ed.D

Senior Associate

Dr. Broderick is a Senior Associate with The Service Profit Chain Institute, a Boston-based consulting firm dedicated to helping companies achieve better performance by improving the linkage between employees, customers and profits. Dr. Broderick is a developmental psychologist with extensive experience in directing applied research on high performing customer-focused organizations.

From 1996 to 2001, Dr. Broderick served as Vice President for Research & Development at the Forum Corporation, where she was responsible for concepting and managing Forum's original research behind the development of customer experience programs, competency-based people development systems, and leadership and sales development curriculum. She served on the original team that designed Forum's Branded Customer Experience program, and has worked extensively with Forum clients including Harrah's, Irving Oil, and Holiday Inn to design leading-edge customer experiences initiatives.

Dr. Broderick consults to managers and HRD professionals in Fortune 500 companies on their learning and development needs. Other clients have included Wyeth Pharmaceuticals, Merck, DuPont, ITT D&E, BASF, United Technologies/Hamilton Standard, Kaiser Permanente, Aetna, Sara Lee, Dow Corning, BankBoston, Polaroid, Penn Mutual, and United Health Services.

Dr. Broderick also works extensively with non-profit organizations. She has consulted to the Department of Education, the Department of Labor and the National Institutes for Literacy on the skill development needs of an emerging workforce. She served as an expert reviewer for the NIFL's initiative, Equipped for the Future, which built skill models for the U.S. labor force. She works extensively with arts organizations on both leadership evaluation and customer experience design.

Dr. Broderick holds a B.A. from Cornell University in anthropology and Master's and Doctoral degrees in developmental psychology from Harvard University.

From 1997 - 2000, Dr. Broderick was appointed a post-doctoral fellow at Harvard University's National Center for Adult Learning and Literacy, where she designed and conducted research on transformational aspects of adult learners' experiences in workplace settings.

In 1999, she served on the faculty of Harvard University as a Lecturer on Education, teaching research design and data analysis.