



DECISION DEMOGRAPHICS

Stephen J. Tordella, President

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Stephen Tordella, President of Decision Demographics (<http://www.decision-demographics.com/>), is a national leader in applied demography with more than 40 years of experience in research and consulting. Mr. Tordella helps government, professional association, and business clients draw effective information from existing public and private data resources, advising them on longitudinal data, population estimates and projections, demand for social programs, workforce demographics, and customer segmentation. He and Decision Demographics are eight-time recipients of federal Small Business Innovation Research awards.

Mr. Tordella directed the two most recent SNAP Dynamics studies for the USDA Food and Nutrition Service (FNS). His current research work for the FNS and the US Census Bureau occurs at the juncture between those organizations' data and analysis interests, spanning SNAP administrative records and the major Census surveys. He is the principal investigator of the SNAP Data Quality project, assessing the quality of state SNAP administrative caseload files and profiling SNAP recipients for each state by merging State administrative caseload data with major Census surveys such as the American Community Survey and Survey of Income and Program Participation.

Mr. Tordella is a leader in his profession, fostering the development, improvement, and funding of federal statistical systems and large-scale data resources. He currently serves on the Population Association of America's Government and Public Affairs Committee; he is also a treasurer of the Committee of Professional Associations on Federal Statistics. He has been Chairman of both the Applied Demography and Business Demography committees of the Population Association, and a member of its Committee on Population Statistics. He was also part of the Census Bureau's Survey Costs Task Force on the Current Population Survey. A Delaware native, Mr. Tordella regularly addresses national and local audiences on demographic issues.

Education

M.A., Demography and Sociology, Brown University, Providence, RI, 1975

B.A., Sociology, University of Delaware, Newark, DE, 1973

Professional Experience

1987-present President, Decision Demographics, Arlington, VA

Mr. Tordella develops, manages, and delivers a broad array of research and demographic consulting services. He provides custom analysis and strategic planning for diverse clients such as USDA FNS, the US Census Bureau, the National Education Association, the National Restaurant Association, and the American Library Association.

1985-1987 Director, Demography Center & Technical Services, CACI, Inc., Washington, DC

Mr. Tordella developed annual estimates and projections of population and composition for a national system of over 70,000 small areas of the United States, created new measures of demand for products and services, provided technical assistance to clients and staff and managed the technical staff in the creation and maintenance of information systems on multiple platforms.

1975-1984 Demographic Specialist, Applied Population Laboratory, University of Wisconsin

Mr. Tordella established and managed consulting and information services, providing clients with custom demographic studies, primary survey research, and custom census data to address policy questions. He pioneered the WISPOP computer system to let clients profile any area of Wisconsin.