Brad Krueger

Krueger Consulting

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About

Brad is a relationship-driven evaluator and consultant with a passion for helping organizations use data to tell their story, improve their programs, and maximize their impact. He builds practical evaluation systems, facilitates stakeholder engagement across coalitions and leadership teams, supports grant development, and helps teams adopt AI tools responsibly and strategically. He partners with nonprofits, foundations, Tribal organizations, health systems, and government agencies, always centering equity, collaboration, and community voice.

Work Experience

Evaluation Consultant & Founder

Krueger Consulting, Chicago, IL   January 2020 - Present

- Design and implement program evaluations for nonprofit, public health, Tribal, and community-based organizations, including logic model development, instrument design, data collection and analysis, and reporting to stakeholders
- Lead community needs and readiness assessments and facilitate stakeholder engagement across coalitions, boards, and cross-organizational partnerships to inform strategic planning and program improvement
- Conduct cost-benefit and social return on investment (SROI) analyses to help organizations quantify and communicate program impact to funders and policymakers
- Design and deliver AI trainings and provide technical assistance to help organizations integrate AI into evaluation, public health practice, and day-to-day operations, emphasizing responsible use, bias mitigation, and practical application

Communications Chair

Chicagoland Evaluation Association, Chicago, IL   July 2020 - July 2024

- Responsible for the development, implementation, and maintenance of organization communications including the website, member communications, and social media

Research Associate II

ACET Inc., Minneapolis, MN   August 2016 - January 2020

- Managed evaluation projects, from planning to reporting with non-profits, government, and Tribal organizations.
- Researched and prepared grant proposals for state, county, Tribal, and local agencies
- Supervised evaluation staff, including research assistants and graduate research associates

Environmental Health Specialist

Marion County Health Department, Indianapolis, IN   September 2015 - May 2016

- Surveyed and inspected housing conditions in assigned census tracts, cited and enforced housing code violations, and facilitated educational events for members of the community and local agencies

Education

Master of Public Health   December 2017
Des Moines University, Des Moines, IA

Bachelor of Science, Biology   December 2013
Bethel University, St. Paul, MN

Recent Evaluation Projects & Partners

Federal Programs
    National Breast and Cervical Early Detection Program (CDC)
    National Comprehensive Cancer Control Program (CDC)
    Family Self-Sufficiency Demonstration Development Grants and Evaluation Support Contract (ACF)
    Healthy Start (HRSA)
    Opiod Epidemic Response Advisory Council (OERAC)

Indigenous Programs & Partners
    American Indian Cancer Foundation
    Native Collective Research Effort to Enhance Wellness (N CREW)
    Oglala Lakota Division of Behavioral Health
    Missouri Breaks Research
    Great Plains Tribal Leaders Health Board
    Dream of Wild Health
    Native Movement

Other Partners
    Project Evident
    Allina Health
    Collective Chicago
    The Urban Village
    BIO Girls
    Invest in Others
    Washington County (MN)
    OneHeart
    SGA Youth and Family Services
    Positive Intelligence (PQ)
    Top 10 YMCA- Indianapolis, IN
    Learning Community Partnership Grant- MN Department of Health
    Statewide Health Improvement Partnership (SHIP)- Dakota County, MN

Recent Papers & Presentations

Evidence-Based Substance Use Treatment: What the Research Tells Us
OL-DBH's Oglala Strong Public Health Training Center, January 2026

AI Without the Hype: Just practical guidance
American Public Health Association Annual Conference, November 2025

AI Opportunity Accelerator Community of Practice
Project Evident- South Carolina & Georgia, October-November 2025

AI Overload: Why 5,000+ Tools Won't Help (But This Framework May)
NTEN Annual Confrence, April 2025

From Demos to Doing: Using AI Responsibly in the Social Sector
Evaluation Association of St. Louis, Data for Social Impact, & WashU, June 2025

Responsible AI Use for Evaluators
Chicagoland Evaluation Association, June 2025

Showing Up with Our Evaluation Competencies and Values in the Age of AI
AEA 365, May 2025

AI Tools for Public Health
Public Health Epidemiology Conversations Podcast, February 2025

Evaluation Meets AI: "Evalu-AI-tion" a primer in responsible AI use for evaluators
Data Storytelling Cooperative, January 2025

AI & Public Health
Public Health Club, November 2024

Exhausted by AI noise but wanting actual results?
American Public Health Association Annual Conference, November 2024

AI Enhanced Epidemiological Research
American Public Health Association Annual Conference, November 2024

Intentional & Responsible Use of AI as Consultants
Consultants for Good, September 2024

Cutting Through the Noise: Finding meaningful uses of AI throughout the evaluation life cycle
MERL Tech, NLP Community of Practice, July 2024

How AI Can Enhance the Evaluation Life Cycle
MERL Tech, NLP Community of Practice, July 2024

Beyond the Buzzword: Practical AI Applications & Some Encouragement
The Nonprofit Hive, July 2024

Lets Work WITH AI- Training Series
Krueger Consulting, April - August 2024

Humility as a Vehicle to Inovate
American Evaluation Association Annual Conference, November 2019

Mutually Beneficial Partnerships to Conduct Robust and Inclusive Evaluations
American Evaluation Association Annual Conference, November 2019

Public Health 3.0 as a Blueprint for Evaluation
American Evaluation Association Annual Conference, November 2019

Evaluation 101 and Sustainability
Great Plains Tribal Chairmen's Health Board Good Health and Community Wellness Annual Symposium