

# CASSIE BARASCH FORD, PhD

(917) 406-3411  
cbford@unc.edu  
<http://cbford.web.unc.edu>

Department of Exercise and Sport Science  
Matthew Gfeller Center  
2207 Stallings-Evans Sports Center  
Campus Box 8700  
Chapel Hill, NC 27599

## EDUCATION

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### The University of North Carolina at Chapel Hill

Ph.D. in Cognitive Psychology and Neuroscience August 2016  
M.A. in Cognitive Psychology May 2013  
Concentration in Quantitative Psychology May 2013

### Florida International University, Miami, FL

B.A. in Psychology with Honors December 2009  
Summa cum Laude, Phi Beta Kappa

## PROFESSIONAL EXPERIENCE

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### Postdoctoral Research Scholar

August 2016 – present

Department of Exercise and Sport Science, University of North Carolina at Chapel Hill

- Oversee ongoing study of TBI in military personnel, including analyzing behavioral and neuroimaging data, and creating normative datasets and neural atlases.
- Mentor undergraduate and graduate students and assist with statistical analysis for all center studies using SAS, R, SPSS and Excel.
- Supervise creation and implementation of a SQL database to organize the Center's years of clinical and research data
- Primary data analyst for a multi-year behavioral modification study examining the effect of training interventions to reduce high magnitude head impacts in four local high-school football teams.
- Generate novel research studies and grant applications.

### Consultant, RACER cognitive tasks

September 2017 – present

RACER cognitive task, joint study NYU & UNC Chapel Hill

- Clean, compile and analyze large data sets (> 30k observations) from two international testing sites, across multiple time points and co-author manuscripts generated from study.

### Board of Directors

June 2014 – Present

Voices, The Chapel Hill Chorus

- Served as President, Vice President and Secretary for the 12-member board overseeing the \$100,000+ budget and operations of a 130 person choral organization, which produces six concerts each year.

### Statistical Consultant

August 2014 – May 2015

Department of Psychology & Neuroscience, University of North Carolina at Chapel Hill

- Consulted with departmental faculty and graduate students on their research designs, quantitative data analyses, and interpretation of statistical models.
- Instructed on use of multiple software packages including R, SAS, SPSS, and MPLUS.

## Teaching Assistant

- Designed course materials and led recitation sections for both undergraduate and graduate in the following statistics and research methods classes:

Multilevel Modeling (Graduate course)	Fall 2015
Structural Equation Modelling (Graduate course)	Spring 2014, Spring 2016
Statistical Principles in Psychological Research	Spring 2012, 2013, Summer 2014
Laboratory Research in Psychology	Fall 2013, Summer 2012
Cognitive Psychology	Spring 2013

## Research Assistant

June 2010 – August 2016

Hopfinger Neuroimaging Lab, University of North Carolina at Chapel Hill

- Designed, conducted and analyzed behavioral, EEG, and fMRI experiments studying the cognitive processes involved in visual-spatial attention and cognitive training.
- Analyzed brain imaging data using Matlab toolboxes Statistical Parametric Mapping 8 and 12; EEGLAB and ERPLAB and developed scripts to streamline processes.
- Conducted statistical analyses using Excel, SPSS, SAS, MATLAB, and MPLUS.
- Mentored and trained 12 undergraduate research assistants and work-study students.

## Research Assistant

April 2008 – December 2009

Developmental Psychobiology Lab, Florida International University

- Designed and conducted a developmental psychobiology study examining the effects of early postnatal contingent exposure to sound and light on learning in bobwhite quail.

## Product Manager, Onboard Media, Miami Beach, FL

August 2008 – June 2010

- Supervised daily operations, including wholesale orders, e-commerce, retailer collateral requests and inventory management, and created process protocols for order fulfillment.
- Collaborated with marketing and design teams to create and present training materials for retail partners, and plan future product lines.
- Created annual budget and five-year strategic growth plan based on analysis of sales data.

## COMPUTER SKILLS AND SOFTWARE EXPERIENCE

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SAS, R, SPSS, Matlab, EEGLab, ERPLab, SPM, Linux, Bash, Microsoft Office

## COMMITTEE SERVICE

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### Thesis Committees

Fall, 2013 – Present

Philippe Gagnon-Joseph, MA, LAT, ATC, CAT(C), CSCS  
Julia Ford, MA, ATC  
Kathleen Morrisroe, BA  
Melisa Menciloglu, BA

### University of North Carolina Search Committee

September 2012 – January 2013

Represented graduate students on the hiring committee for the new position of Title IX Compliance Officer

## PUBLICATIONS

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**Ford, C.B.**, Hopfinger, J.B. 2017. Catching attention: Induced temporal relevance prevents suppression. *Attention Perception and Psychophysics*. (Under review).

Ford JM, Campbell KR, **Ford CB**, Boyd KE, Padua DA, & Mihalik JP. (2017). Can functional movement assessment predict football head impact biomechanics? *Medicine & Science in Sports & Exercise*. (Under Review).

Kay MC, Register-Mihalik JK, **Ford CB**, Williams RM, Valovich McLeod TC. Concussion history as a predictor of parental attitudes and knowledge of concussion recognition and response. *Orthopaedic Journal of Sports Medicine*. (Accepted: OJSM/2017/024273).

Rodrigo, C.J., **Ford, C.B.**, Teel, E.F., Lynall, R.C., Wasserman, E.B., Mihalik, J.P. Clinical utility of repeated computerized neurocognitive testing in college athletes. (In preparation).

Vander Vegt, CB, **Ford, CB**, Register-Mihalik, JK, Rodrigo, CJ, Kay, MC, Guskiewicz, KM, Mihalik, JP. *Influence of Baseline Cognitive Performance and Key Demographic Factors on the Sensory Organization Test*. (In preparation).

**Ford, C.B.**, Hopfinger, J.B. *ERP indices of reflexive attention effects on visual search*. (In preparation).

**Ford, C.B.**, Hopfinger, J.B. *ERP study of the effects of visual anchors on reflexive capture and reorienting*. (In preparation).

## RESEARCH PRESENTATIONS

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**Ford, CB**, Nocera, M, Wasserman, EB, Campbell, KR, Combs, PR, Fraser, MA, Grand, E, Marshall, SW, Mihalik, JP, Register-Mihalik, JK, Traugot, P, Guskiewicz, KM. *Biomechanic Data-Driven Behavior Modification to Reduce Concussion Risk in High School Football Athletes*. Oral presentation at Society for Advancement of Violence and Injury Research, Ann Arbor, MI, 2017.

**Ford, C.B.**, Lutz, R., DeLellis, S.M., Kane, S.F. Mihalik, J.P. *Neurocognitive Performance, Visual and Sensory Performance and Neuroimaging outcomes in Special Operations Forces Personnel*. Poster presented at the Military Health System Research Symposium, Orlando, FL, 2017.

**Ford, C.B.**, Rodrigo C.J., Guskiewicz K.M., Mihalik J.P. *Evaluation of domain and factor structure of CNS Vital Signs*. Poster presented at the National Athletic Trainers' Association Symposia, Houston, TX, 2017.

Hopfinger, J.B., **Ford, C.B.**, Parsons, J., Lane, S., Gates, K.M. *Plasticity and the Neural Mechanisms of Online Cognitive Training*. Poster presented at the Association for Psychological Science Meeting, Boston, MA, 2017.

**Ford, C.B.**, Hopfinger, J.B. *The effects of online cognitive training on behavioral and neural measures of attention*. Poster presented at the Association for Psychological Science Meeting, Chicago, IL, 2016.

**Ford, C.B.**, Hopfinger, J.B. *Automaticity of pop-out depends on event relevance*. Poster presented at the Association for Psychological Science Meeting, New York, NY, 2015.

**Ford, C.B.**, Hopfinger, J.B. *Catch trials catch spatial attention when target absence is relevant*. Poster presented at the Cognitive Neuroscience Society Meeting, Boston, MA, 2014.

- Ford, C.B.** *Contingent attentional capture: Catch trial responses mimic congruency.* Research talk presented at North Carolina Cognition Conference. Durham, NC, 2014.
- Ford, C.B.,** Hopfinger, J.B. (2013). *ERP indices of reflexive attention effects on visual search.* *Journal of Vision*, 13(9), p 229.
- Ford, C.B.,** Hopfinger, J.B. *An ERP study of visual anchors on attentional capture and reorienting.* Poster session presented at the Annual North Carolina Cognition Conference. Chapel Hill, N.C., 2012.
- Ford, C.B.,** Hopfinger, J.B. *An ERP study of distraction: Effects of visual anchors on attentional capture and reorienting.* Program No. 724.10. 2011 Neuroscience Meeting Planner. Washington, DC: Society for Neuroscience, 2011. Online.
- Ford, C.B.,** Harshaw, C., Bahrick, L., & Lickliter, R. (2009). *Effects of lateralization and intersensory redundancy on contingency-based perceptual learning.* Poster presented at the annual meeting of the International Society for Developmental Psychobiology, Chicago, IL.

## **AWARDS AND HONORS**

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|---|----------------------|
| Cognitive Neuroscience Graduate Student Award<br>Competitive graduate student award to attend and present research at the Cognitive Neuroscience Society Annual Meeting   | April 2014           |
| Psychology Merit Assistantship<br>The University of North Carolina at Chapel Hill   | August 2010-May 2011 |
| NIH Travel Award<br>To attend the annual meeting of the International Society for Developmental Psychobiology (2009), Chicago, IL.  | October 2009         |
| Adolfo Henriques Scholarship<br>Presented by Florida International University for high GPA  | August 2009          |
| Outstanding Academic Achievement Award<br>Presented by the College of Arts and Science at Florida International University. The award is given to 1 or 2 students in each department and is selected by a committee of faculty based on student's academic performance. | May 2009             |
| Spanish American League Against Discrimination Scholarship<br>Presented by Miami Dade College for high GPA  | August 2008          |

## **SPECIALTY TRAINING**

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| Training Course in fMRI, <i>University of Michigan</i><br><i>NIH Funded</i> | August 2012 |
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## **PROFESSIONAL MEMBERSHIPS**

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| Society for the Advancement of National Athletic Trainers' Association | 2017 |
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Association for Psychological Science, Student Member	2015-2016
Cognitive Neuroscience Society, Student Member	2014
Vision Sciences Society, Student Member	2013
Society for Neuroscience, Student Member	2011
International Society for Developmental Psychobiology, Student Member	2008