

KEVIN D. GOODMAN

Bloomington, Indiana, USA

PROFILE

Practitioner-researcher combining graduate training in the social psychology of communication and qualitative methods with operational leadership in the American premium craft spirits industry. Research agenda bridges micro-level interactional processes (belief, compliance, facework) with macro-level structures of valuation, gatekeeping, and cultural capital.

RESEARCH INTERESTS

- **Core Disciplines:** Cultural & Economic Sociology; Cultural & Social Psychology.
- **Foundational Research:** The psychological and communicative structures of social compliance, extreme collective belief phenomena, and the mechanics of collective social facts.
- **Current Research:** The social, semiotic, and psychological mechanics of social status and renown; the construction of institutional legitimacy and cultural capital within commercial markets—specifically within the American whiskey industry and craft cocktail movement.
- **Methodology:** Participant observation, ethnographic interviewing, cross-case comparisons, natural experiments, media analysis, and historical analysis.

EDUCATION

Master of Arts, Criminal Justice | 2013–2015 *University of Massachusetts, Lowell (USA)* — GPA 3.94/4.0

- **Graduate Certificate:** Forensic Criminology (2014)
- **Research Interests:** Economic and organizational deviance (white-collar crime, industrial espionage, deception, and crimes of persuasion).
- **Honors:** Inducted into Alpha Phi Sigma, the National Criminal Justice Honor Society (2014).

Master of Arts, Liberal Studies | 2010–2013 *Skidmore College (USA)* — GPA 3.71/4.0

- **Concentration:** Cognition, Culture, and Communication (Social Psychology of Communication).

- **Thesis:** *Declaratives and Dissonance in the Case of Hypnosis* (2013) — A qualitative, interactionist study of how social contracts, joint commitment, and sequential compliance produce sincerely held belief. (Revised and published open-access in 2026).
- **Advising & Coursework:** Faculty advisor Dr. Sheldon Solomon; completed graduate seminars in consortium at *Indiana University* and *Harvard University*.
- **Honors:** MALS Scholar (2012); Masterworks Roundtable Presenter (2013).

Bachelor of Science, Management | 2006–2009 *Western Governors University (USA)*

- **Focus:** Marketing and Ethics.
- **Capstone:** Undergraduate project scored 3.97/4.0. (*Note: WGU utilizes a competency-based model that records no official GPA or honors distinctions*).

ACADEMIC PUBLICATIONS

Goodman, K. (2026). *Declaratives, dissonance, and hypnotic involuntariness: Extending Wagstaff's compliance account of the hypnotic experience*. Zenodo.

<https://doi.org/10.5281/zenodo.21615090>

A qualitative, cross-case study of how implicit interactional contracts, declaratives treated as social facts (Gilbert), sequential commitment, and facework (Goffman) transform voluntary cooperation into sincerely experienced belief. These micro-mechanisms of compliance and authenticity mirror those operating in market and consumption settings. Adapted from the author's 2013 master's thesis.

RESEARCH POSITION & FIELD ACCESS

Embedded Practitioner-Researcher & Industry Network Operational leadership within the American premium craft spirits industry provides long-term, embedded participant access across the full circuit of value production. Crucially, this position functions as a high-trust node within a broader commercial and cultural ecosystem, granting immediate, barrier-free access to a vast network of qualitative informants. This established access spans the entire industry pipeline, encompassing personnel at various distilleries, national distributors, hospitality operators, beverage directors, working bartenders, private collectors, social media personalities, critics, and spirits writers. Consequently, this sector-wide integration facilitates comprehensive, multi-sited ethnographic research into valuation, gatekeeping, and the manufacture of cultural capital throughout the contemporary luxury spirits market.

PROFESSIONAL EXPERIENCE

Hard Truth Distilling Co. — Nashville, Indiana, USA | 2021–Present *Director of Beverage Operations (2025–Present)* | *General Manager (2023–2025)* | *Bar Lead (2021–2022)*

- **Strategic Direction:** Direct beverage menu design and implementation for a campus hosting ~275,000 annual guests (\$7.5M+ annual revenue), managing the cultural consecration of premium spirits at the bartop.
- **Supply & Allocation:** Steer product allocation for premium spirits and specialized ingredients, governing how scarcity, access, and exclusivity are distributed across channels.
- **Economic Architecture:** Design hybrid retail/on-premise pricing models, sustaining a 39% prime profit by utilizing high-margin craft cocktail sales to offset ~70% retail COGS on bottle sales. Maintain the extensive specification and costing catalog encoding these valuation decisions.
- **Institutional Taste-Making:** Authored a tiered credentialing sequence (Bartender 101; Mixology 201) and the American Whiskey Guide Certification—a 110-question examination (80% pass threshold) that formally consecrates staff expertise and standardizes connoisseurship transmission.
- **Event Design:** Stage cocktail pairings for nine annual ticketed *Cask & Still* dinners, orchestrating cohesion, pacing, pricing logic, and the performance of authenticity for connoisseur audiences.
- **Operational Optimization:** Repositioned the cocktail program in 2023, driving a 20% increase in bar revenue while engineering service systems that reconcile craft legitimacy with high-volume throughput (reduced peak ticket times from 20+ to under 5 minutes).
- **Leadership:** Lead and train teams of 15–20 staff in aesthetic labor, hospitality comportment, technical proficiency, and product narrative.

Indiana Department of Child Services — Indiana, USA | 2015–2021 *Family Case Manager (Investigator) & State-Certified Instructor*

- **Forensic Interviewing:** Conducted hundreds of qualitative investigative interviews with children, families, witnesses, and suspects as a Certified Forensic Interviewer (2017) and sex-abuse specialist.
- **Inter-Institutional Coordination:** Served on the Lawrence County Multidisciplinary Team alongside prosecutors and detectives, navigating state gatekeeping processes and evidentiary standards.
- **Pedagogy & Mentorship:** Acted as a State-Certified Instructor of Forensic Interviewing (2018)—one of ~30 statewide—and Field Mentor, training new investigators and producing court-tested evidentiary reports.

Pursuit Magazine — Freelance Writer | 2013–2015

- Researched and published trade journalism on deception, cognitive interviewing, security, and the application of social science to investigative practice.

The Blog Post (kevin-goodman.com) — Founder & Editor | c. 2008–2013

- Authored and edited an independent digital publication covering sociology, social psychology, and criminology, building a daily readership of 500+ (peak 2,000+) and achieving a Google PageRank of 7 through organic growth.

TEACHING EXPERIENCE & ACADEMIC PRACTICA

State-Certified Instructor of Forensic Interviewing | 2018–2021 *Indiana Department of Child Services*

- Instructed professional investigators in forensic and cognitive interviewing methodology.

Teaching Practicum in College-Level Pedagogy | 2012 *Indiana University / Owen Valley High School* (Supervisor: Kimberly Benton, Lecturer)

- Designed the complete syllabus and instructional framework for a dual-credit Advance College Project (ACP) course, "The Psychology of Social Influence." Managed the digital course architecture in Blackboard and delivered virtual and live lectures.

Practicum in Qualitative Psychological Research | 2011 *Skidmore College* (Supervisor: Professor Carl Ratner)

- Completed intensive coursework in qualitative methodology and social-scientific interviewing, including applied analysis of interview transcripts.

METHODOLOGICAL COMPETENCIES

- Ethnographic observation (embedded practitioner)
- Qualitative & cognitive interviewing (Master Interviewer designation)
- Analytic induction and grounded-theory coding
- Transcript and document analysis
- Case management of complex, multi-party investigations
- Evidentiary and analytic report writing
- Public presentation and courtroom testimony

INDUSTRY & CONNOISSEURSHIP CREDENTIALS

- **WSET Spirits Level II** — Passed with Distinction, Wine & Spirit Education Trust (2025)
- **Intermediate Wine** — TasteCoach (2026)
- **ServSafe Food Protection Manager** (2025)
- **Bourbon Steward** — Stave & Thief Society (2024)
- **BarSmarts Bartender Education Certificate** — Pernod Ricard (2021)
- **Member** — United States Bartenders' Guild
- *Media Features:* Recipes and beverage-program work featured in *Chilled Magazine*, *Difford's Guide*, *Bar & Restaurant News*, *Fox 59*, and *Indy Now*.

PROFESSIONAL CERTIFICATIONS & HONORS

- **Certified Forensic Interviewer** (Cognitive Specialization / Master Interviewer) — IN DCS (2017)
- **State-Certified Instructor of Forensic Interviewing** — State of Indiana (2018)
- **Graduate Certificate, Forensic Criminology** — University of Massachusetts, Lowell (2014)
- **Alpha Phi Sigma** — National Criminal Justice Honor Society (2014)
- **Skidmore College Masterworks Roundtable Presenter** (2013) & **MALS Scholar** (2012)

SELECTED JOURNALISTIC MEDIA

- Goodman, K. (2017). 5 guidelines to catch a liar. *The Huffington Post*.
- Goodman, K. (2015). The polygraph & polygraph countermeasures. *Pursuit Magazine*.
- Goodman, K. (2014). High school student allegedly punished for recording bullies: Why it's wrong. *The Huffington Post*.
- Goodman, K. (2014). 4 reasons not to threaten friendships because of political differences. *The Huffington Post*.
- Goodman, K. (2014). A primer on industrial espionage. *Pursuit Magazine*.
- Goodman, K. (2014). How to identify a white-collar psychopath. *Pursuit Magazine*.
- Goodman, K. (2014). How the social sciences can enrich the investigator's toolkit. *Pursuit Magazine*.
- Goodman, K. (2013). Deception detection for interviewers. *Pursuit Magazine*.
- (Additional Q&A series and technical articles available upon request).