

PERI M. BRIMLEY

peri.brimley@duke.edu ◊ 801-647-3882 ◊ U.S. Citizen ◊ peribrimley.github.io

EDUCATION

University of Wyoming Ph.D. Economics Advisors: Todd L. Cherry (chair), Linda Thunström (co-chair)	Aug. 2021 - May 2026
University of Wyoming M.S. Economics	Aug. 2021 - May 2023
University of Utah B.S. Economics, Political Science	Aug. 2016 - Dec. 2020

HONORS, AWARDS, AND AFFILIATIONS

Lab Alum, The Teton Lab, University of Wyoming (2023-2026)
Bedont Outstanding Graduate Student, College of Business, University of Wyoming (2025)
William E. Morgan Outstanding Economics Graduate Student, University of Wyoming (2025)
Outstanding PhD Student Research Award, Economics, University of Wyoming (2024)
Shelby Gerking Graduate Student Award, Economics, University of Wyoming (2023)

RESEARCH EXPERIENCE

Policy Analyst , Nicholas Institute, Duke University	Apr. 2026 - Present
Research Assistant , University of Wyoming Examining Recency of 2024 Wildfire Season Exposures as an Antidote to the Intangibility of Public Policy Dilemmas; National Science Foundation-RAPID; \$181,696.	Aug. 2024 - May 2026
Graduate Fellow Property and Environment Research Center (PERC), Bozeman MT	Jun. 2025 - Aug. 2025
Research Assistant , University of Wyoming Anticipating the Climate-Water Transition and Cascading Challenges to Socio-Environmental Systems in America's Headwaters; National Science Foundation-EPSCOR; \$20,000,000.	Aug. 2022 - Jul. 2024
Undergraduate Researcher , University of Utah Sorenson Impact Center; Project DEEP (Developing Equitable Economies Program); U.S. Economic Development Administration; \$1,200,999.	Jan. 2020 - Aug. 2021

PAPERS AND PUBLICATIONS

Job Market Paper:

Brimley, P.; Cherry, T.L.; Hochard, J.; Leonard, B. (2026) The preparedness paradox: Disaster exposure and collective risk reduction. In preparation.

This study examines how the preparedness paradox—where successful prevention appears ineffective because avoided damages are unobservable—affects policy perceptions. We hypothesize that communities exposed to both wildfires and prior treatments may perceive prevention as less effective, reducing future support. Combining geospatial information about wildfire events and management with primary data from a national survey, we directly measure public perceptions of federal prevention effectiveness, a critical but understudied component of wildfire policy.

Publications:

Brimley, P.; Cherry, T. L.; Whitehead, J. (2026) Species-specific wildlife recreation demand: Evidence from WTP and WTA estimates in Grand Teton National Park. *Land Economics*, in press.

Brimley, P.; Cherry, T.L. (2025) Proactive responses to increasing wildfire risk: The (mis)-alignment of public preferences and management priorities. *Environmental Research Letters*. doi.org/10.1088/1748-9326/ae2af.

Cherry, T. L.; **Brimley, P.;** Longuevan, J.; Thunström, L. (2023) In-state generation requirements and the acceptability of renewable portfolio standards. *Utilities Policy*, 85(101662). doi.org/10.1016/j.jup.2023.101662.

Under review:

Brimley, P.; Thunström, L.; Noy, S; Shogren, J. (2025) How misinformation and anger affect public support for climate preparedness. *Ecological Economics*, under review.

Other publications:

Dubno, J.; Clarke, K.; Nicholson, A.; **Brimley, P.;** Hill, D.; Jowers, J. *Policy Priorities to Unlock Catalytic Capital: White Paper Series*. Sorenson Impact Center, 2020. [URL](#).

Clarke, K.; **Brimley, P.** “Recovery Requires Saving Businesses Owned by Women and People of Color.” *Forbes*, 2020. [URL](#).

PRESENTATIONS

Legislative Testimony, Wyoming Joint Appropriations Committee October 2025
“Proactive responses to increasing wildfire risk: The (mis)alignment of public preferences and management priorities”

Invited Seminar, Wyoming State Forestry Division October 2025
“Proactive responses to increasing wildfire risk: The (mis)alignment of public preferences and management priorities”

PERC Graduate Fellow Seminar Series, Bozeman, MT August 2025
“The preparedness paradox: Disaster exposure and collective risk reduction”

Southern Economic Association 95th Annual Meeting, Washington DC November 2024
“How misinformation and anger affect public support for climate preparedness”

Western Economic Association Inter 99th Annual Conference, Seattle, WA July 2024
“Using stated-preference modeling to estimate demand for species-specific wildlife recreation in Grand Teton National Park”

University of Wyoming-Colorado State University Graduate Symposium April 2023
“Using stated-preference modeling to estimate demand for species-specific wildlife recreation in Grand Teton National Park”

TEACHING EXPERIENCE

Teaching Assistant, Department of Economics, University of Wyoming
Duties: classroom instruction, office hours, grading, and managing online platform

Intermediate Microeconomics	Fall 2024
Behavioral Economics	Fall 2024
Intermediate Microeconomics	Spring 2022
Evolution of Economics Ideas	Fall 2021

Teaching Assistant, Department of Economics, University of Utah
Duties: managing online asynchronous course, grading, office hours

Introduction to Health Economics	Spring 2021
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TECHNICAL SKILLS

R, STATA, MATLAB, LaTeX, GitHub, Qualtrics, Prolific, MTurk (*Highly proficient*)
ArcGIS Pro, ERDAS Imagine (*Moderately proficient*)

REFERENCES

Todd L. Cherry, PhD

John S. Bugas Distinguished Professor (committee chair)
Department of Economics, University of Wyoming
Email: tcherry@uwyo.edu

Linda Thunström, PhD

Associate Professor (committee co-chair)
Department of Economics, University of Wyoming
Email: lthunstr@uwyo.edu

Bryan Leonard, PhD

SER Chair and Associate Professor (committee member)
Haub School of Environmental & Natural Resources, University of Wyoming
Email: bryan.leonard@uwyo.edu