

# BRAD WEINER, PHD

I am an energetic, lifelong learner who is passionate about leveraging data to understand and solve complex business problems. Currently I am the Chief Data Officer at The University of Colorado Boulder.

## SELECTED POSITIONS

- 2022

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Associate Vice Chancellor and Chief Data Officer

The University of Colorado Boulder

Boulder, CO

- Develop and coordinate campus-wide data strategy to improve decision-making and operational excellence
  - Lead a team of 20+ researchers, analysts, BI developers, data scientists, data engineers, and front-end software developers charged with creating insights and products for campus stakeholders
  - Sustain and expand campus partnerships to strategically advance data usage for decision-making
  - Strategically positioning ODA as a network of skilled data experts available to help campus with data and tools to fulfill our missions
  - Chair campus data governance council to enable data use, broaden accountability, promote data literacy training, and reduce risk
  - Building an Analytics Engineering organization to leverage modern analytics technology in order to deliver “data as a product”
- 2022  
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2021

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Interim Assistant Vice Chancellor for Data Science and Chief Data Officer

The University of Colorado Boulder

Boulder, CO

- Led a networked data science team with dotted lines into student success, financial aid, strategic relations and communications, and undergraduate admissions
  - Acted as a boundary spanner and convener of multiple campus units by leveraging analysis and storytelling
  - Developed and implemented a fair, scalable, process to award institutional scholarships without the use of standardized tests during COVID-19 pandemic. Process was maintained and extended for 2022 cycle.
  - Created business case and lead development and implementation of predictive model intended to allocate resources toward admitted student yield efforts
  - Initiated and contributed to an R package intended to improve reproducibility, scalability and standardization of institutional branding in data visualizations and presentations
- 2021  
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2020

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Director of Data Science, Office of Data Analytics

The University of Colorado Boulder

Boulder, CO

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  - Developed and implemented a fair, scalable, process to award institutional scholarships without the use of standardized tests during COVID-19 pandemic. Process was maintained and extended for 2022 cycle.
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- 2020  
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2015

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Data Scientist → Director → Senior Director of Data Science

Capture Higher Ed

Louisville, KY

- Led a centralized data science team charged with R&D, data products, analytics, data engineering, data quality, and thought leadership. This group:
  - Generated ~10% of company revenue with a suite of data products including a student survey platform, an ML ensemble for enrollment outcomes that was 95% accurate, an analytic campaign reporting platform, and descriptive utilities for our marketing automation platform
  - Built and maintained a partitioned data warehouse using S3 and Athena. This multi-year project pushed the company toward an analytic-friendly data storage tool and dramatically advanced our descriptive and predictive capabilities
  - Provided thought leadership internally and externally. Examples include experimental design seminars to aid continuous improvement, sessions and training on algorithmic bias, webinars and conference presentations on data science, public code repositories for SAT/ACT concordance transformations, national conference Twitter analytics, and a podcast for higher education professionals that was downloaded >19K times prior to relaunch

## CONTACT

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[@brad\\_weiner](https://twitter.com/brad_weiner)
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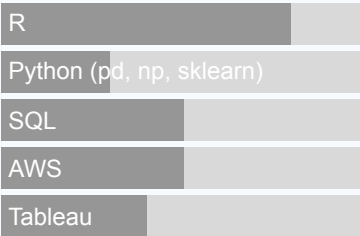
[github.com/bradweiner](https://github.com/bradweiner)
- 🔗

[bradweiner.info](https://bradweiner.info)
- in

[bradweinerprofile](#)
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Erie, CO

## TECH SKILLS




## DOMAIN KNOWLEDGE

- DS Leadership and Training
- Higher Education Policy
- Enrollment Management
- Financial Aid
- Retention and Student Success
- Advancement
- Product Management

- 2015  
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2012
- **Analyst, Office of the Vice Provost for Undergraduate Education**  
The University of Minnesota - Twin Cities  Minneapolis, MN
    - Researched institutional policies and proposed interventions impacting more than 30,000 undergraduates and annual institutional aid distributions of >\$80 million
    - Employed statistical models to explore and understand interactions between enrollment, retention, tuition revenue, student aid, and student borrowing
    - Produced ad-hoc analyses, visualizations, and presentations for campus partners including The Minnesota State Office of Higher Education, University Relations, Legislative Affairs, University Finance, the Office of the Provost, the Office of the President, and the Board of Regents
- 2012  
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2009
- **Graduate Research Assistant, Office of Undergraduate Admissions**  
The University of Minnesota - Twin Cities  Minneapolis, MN
    - Researched and modeled patterns in prospective student choice behavior for >25,000 applicants and >5,000 FTFT students annually
    - Tripled explanatory power and increased predictive model accuracy by 25%, enabling more efficient allocation of recruitment resources
- 2009  
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2007
- **Assistant Director, Undergraduate Admissions**  
Vanderbilt University  Nashville, TN
    - Responsible for recruitment, communications, and application-reading for domestic and international territories
    - Hosted weekly "Data Summits" to build data-driven culture among new and veteran staff
    - Processed, evaluated, and disseminated data to enhance strategic decisions regarding travel, selection criteria, scholarship evaluation, applicant pool diversity, secondary school quality, admissions yield, and website traffic
- 2007  
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2006
- **Admissions Counselor, Undergraduate Admissions**  
Vanderbilt University  Nashville, TN
- 2004  
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2002
- **Admissions Counselor, Office of Admissions and Scholarships**  
The University of Kansas  Lawrence, KS





## TEACHING

- 2016
- **Adjunct Instructor, Quantitative Reasoning and Decision-Making**  
The University of Minnesota - Twin Cities  Minneapolis, MN
    - Designed and taught OLPD 8087: Quantitative Reasoning and Decision-Making for a cohort of 20 PhD students in the College of Education and Human Development
    - Taught students the basics of exploratory data analysis, data storytelling, and reproducible research



## SELECTED PUBLICATIONS & PRESENTATIONS

- 2021
- **Weiner, B Data science as a flashlight. Virtual Workshop on Sharing Exemplary Admissions Practices That Promote Diversity in Engineering. National Academy of Engineering. 2021, Virtual.**  Virtual
- 2020
- **Open Source NCES + CEEB Code Crosswalk**  
Github  Boulder, CO
    - Lead team that built an open-source, freely-available data set to connect College Board and National Center for Education Statistics data sets
    - Utilized existing data sources and then filled in gaps by crowdsourcing in Amazon Mechanical Turk
    - Co-created with Petter Shaffery, Ulises Guzman Sol, Danielle Lyles, and Seth Spielman

- 2019 ● **The Modal Institution of Higher Education**  
bradweiner.info
- Code tutorial in R demonstrating how to find the “modal” college or university. Modeled after “Modal American” episode of Planet Money.
- 2019 |  
2016 ● **The Weightlist Podcast**  
Capture Higher Ed
- Co-hosted Weightlist Podcast which served as a venue for discussing data science and higher education. More than 19K downloads over three-year run
  - Rebranded and launched as “The Buzz”. Click link above and scroll down for Weightlist episodes 1 - 36
- 2019 ● **Weiner, B & Golden, T, The opportunities and challenges of predictive analytics. National Association of Student Financial Aid Administrators Leadership and Legislative Expo, 2019, Washington, D.C**  
📍 Washington, DC
- 2017 ● **Patterns of Gendered Performance Differences in Large Introductory Courses at Five Research Universities**  
AERA Open
- Authored with Rebecca L. Matz, Benjamin P. Koester, Stefano Fiorini, Galina Grom, Linda Shepard, Charles G. Stangor, & Timothy A. McKay
  - Ran parallel analysis with data scientists and researchers from 5 large research universities
  - Data set included >1 million course enrollments across 13 academic disciplines
  - This paper has an Altmetric score in the top 5% of scored research outputs
- 2014 ● **Financial Decisions Among Undergraduate Students from Low-Income and Working-Class Social Backgrounds**  
Journal of Student Financial Aid
- Authored with Krista Soria and E.C. Lu



## SERVICE TO PROFESSION

- 2022 ● **Expert Panelist for EDUCAUSE 2022 Horizon Report on the Future of Data and Analytics**  
EDUCAUSE
- **Peer Review Journal Articles**  
Research in Higher Education



## EDUCATION

- 2014 |  
2009 ● **Ph.D., Educational Policy and Administration**  
The University of Minnesota - Twin Cities  
📍 Minneapolis, MN
- Dissertation Title: Internationalizing the Advancement Agenda: A Multi-Case Study of Advancement Practices at Universities with Very High Research Activity
  - Used my time in Ph.D. program to learn statistical methods, data science, and the R statistical language
- 2006 |  
2004 ● **M.Ed., Higher Education Administration**  
Vanderbilt University  
📍 Nashville, TN
- Graduate Assistant for Office of New Student Programs and Student Activities
- 2002 |  
1998 ● **B.A., English**  
The University of Kansas  
📍 Lawrence, KS