BRAD WEINER, PHD

I am an energetic, lifelong-learner who is passionate about leveraging data to understand and solve complex business problems.

Currently I lead the Data Science Team at Capture Higher Ed, a software and consulting firm based in Louisville, KY. We build software and data tools to help colleges and universities optimize their reseources.

Much of my career has focused on understanding student choice behavior in higher education. I believe the challenges faced by colleges and universities are generalizable across many business domains.

CONTACT

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- 🐦 @brad_weiner
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- in bradweinerprofile

LANGUAGE SKILLS

- R
- Python (pd, np, sklearn)
- SQL
- AWS
- Tableau

DOMAIN KNOWLEDGE

Enrollment Management
Financial Aid
Retention
Advancement
Data Science Leadership and Training
Product Management

🎓 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 PhD program to learn statistical methods, Data Science, and the R statistical language

2006 | 2004

M.Ed., Higher Education Administration

Vanderbilt University

📍 Nashville, TN

2002 | 1998

B.A., English

The University of Kansas

📍 Lawrence, KS

💼 SELECTED POSITIONS

2020 | 2019

Senior Director of Data Science

Capture Higher Ed

📍 Louisville, KY

- Lead a centralized Data Science team charged with R&D, data products, analytics, data engineering, data quality, and data training
- Serve as product manager for data, making sure that R&D efforts align strategically and are deployed efficiently
- Serve as a data translator to ensure that analytic findings are communicated clearly and broadly
- Leading a strategic transition from "help desk" support to proactive, data quality monitoring

2019 | 2016

Director of Data Science

Capture Higher Ed

📍 Louisville, KY

2016 | 2015

Data Scientist

Capture Higher Ed

📍 Louisville, KY

- Produced machine learning models, analytic tools, feature upgrades, analyses, and various prototypes
- Developed several widely adopted indicies for aggregated behavioral web visit data at the individual level
- Traveled to partner institutions to present results and prescriptive stratetegies to senior enrollment leadership

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

2015 | 2012

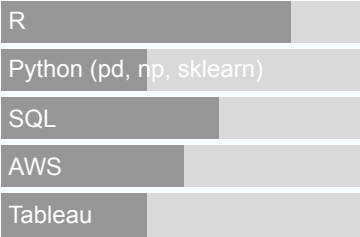**Analyst, Office of the Vice Provost for Undergraduate Education**

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 | 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 more than 30,000 applicants
- Tripled explanatory power and increased predictive model accuracy by 25% enabling more efficient resource allocation

🖽 SELECTED PUBLICATIONS & PRESENTATIONS

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

2018

Science in Other Journals

Science

- Small blurb in Science Magazine about the Matz et al. paper on Gendered Differences

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 acrosss 13 academic disciplines