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 Interim Chief Data Officer at The Unversity of Colorado Boulder.

💼 SELECTED POSITIONS

2022
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2021

Interim Assistant Vice Chancellor for Data Science 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
- Sustained and expanded campus partnerships (UIS, OIT, Faculty Affairs, SRC, OIEC, Undergraduate Education, FBS, HR, among others) to strategically advance documentation, infrastructure, security, and reproducibility
- Strategically positioning ODA as a network of skilled data experts available to help campus with data and tools to fulfill our missions. This is an attempted middle path between "single source of truth" and "data miners looking for insights"
- Coordinating Data Lake tear downs to save costs and reduce risk

2021
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2020

Director of Data Science, Office of Data Analytics

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

2020
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2015

Data Scientist → Director → Senior Director of Data Science

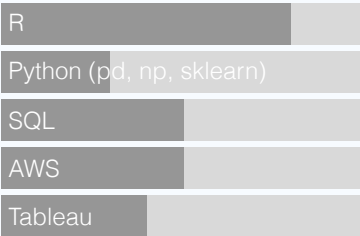Capture Higher Ed   📍 Louisville, KY

- 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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- 🪪 Erie, CO

TECH SKILLS

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

DOMAIN KNOWLEDGE

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

Analyst, Office of the Vice Provost for Undergraduate Education

The University of Minnesota - Twin Cities   📍 Minneapolis, MN

2015
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2012

- 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

Graduate Research Assistant, Office of Undergraduate Admissions

The University of Minnesota - Twin Cities   📍 Minneapolis, MN

2012
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2009

- 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

Assistant Director, Undergraduate Admissions

Vanderbilt University   📍 Nashville, TN

2009
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2006

- 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

Admissions Counselor, Office of Admissions and Scholarships

The University of Kansas   📍 Lawrence, KS

2004
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2002

💻 TEACHING

Adjunct Instructor, Quantitative Reasoning and Decision-Making

The University of Minnesota - Twin Cities   📍 Minneapolis, MN

2016

- 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

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.

2021

📍 Virtual

The Modal Institution of Higher Education

bradweiner.info

2019

- Code tutorial in R demonstrating how to find the "modal" college or university. Modeled after "Modal American" episode of Planet Money.

The Weightlist Podcast

Capture Higher Ed

2019
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2016

- 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

🎓 EDUCATION

2014
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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
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2004 • **M.Ed., Higher Education Administration**

Vanderbilt University

📍 Nashville, TN

- Graduate Assistant for Office of New Student Programs and Student Activities

2002
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1998 • **B.A., English**

The University of Kansas

📍 Lawrence, KS