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.

III SELECTED POSITIONS

2022

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-
- · 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 2021

Interim Assistant Vice Chancellor for Data Science and Chief Data Officer

The University of Colorado Boulder

Boulder. CO

2021 2020

Director of Data Science, Office of Data Analytics

The University of Colorado Boulder

Page Boulder, CO

Q Louisville, KY

- · 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 storvtelling
- 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 2015

Data Scientist → Director → Senior Director of Data Science Capture Higher Ed

- 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

- bradweiner@colorado.edu
- github.com/bradweiner
- Spradweiner.info
- in bradweinerprofile
- Erie, CO

TECH SKILLS

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**

Made w/ pagedown and CV Template found here: github.com/nstrayer/cv. Last updated on 2022-07-20.

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2015	•	Analyst, Office of the Vice Provost for Undergraduate Education	O Missassalia MAI
l 2012		The University of Minnesota - Twin Cities	Minneapolis, MN
		 Researched institutional policies and proposed interventions impacting mo- undergraduates and annual institutional aid distributions of >\$80 million 	re than 30,000
		 Employed statistical models to explore and understand interactions between retention, tuition revenue, student aid, and student borrowing 	
		 Produced ad-hoc analyses, visualizations, and presentations for campus p Minnesota State Office of Higher Education, University Relations, Legislativ Finance, the Office of the Provost, the Office of the President, and the Boar 	e Affairs, University
2012	•	Graduate Research Assistant, Office of Undergraduate Admissions	
 2009		The University of Minnesota - Twin Cities	Minneapolis, MN
		 Researched and modeled patterns in prospective student choice behavior applicants and >5,000 FTFT students annually 	for >25,000
		 Tripled explanatory power and increased predictive model accuracy by 25% efficient allocation of recruitment resources 	6, enabling more
2009	•	Assistant Director, Undergraduate Admissions	
 2007		Vanderbilt University	Nashville, TN
2001		• Responsible for recruitment, communications, and application-reading for conternational territories	domestic and
		 Hosted weekly "Data Summits" to build data-driven culture among new and Processed, evaluated, and disseminated data to enhance strategic decision selection criteria, scholarship evaluation, applicant pool diversity, secondary admissions yield, and website traffic 	ns regarding travel,
2007		Admissions Counselor, Undergraduate Admissions	
2007 2006		Vanderbilt University	Nashville, TN
2004	•	Admissions Counselor, Office of Admissions and Scholarships	
 2002		The University of Kansas	Q 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-M 20 PhD students in the College of Education and Human Development 	aking for a cohort of
		 Taught students the basics of exploratory data analysis, data storytelling, a research 	nd reproducible
		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.	
		Engineering, 2021, Artum	♀ Virtual
2020	•	Open Source NCES + CEEB Code Crosswalk	
		Github	Boulder, CO
		• Lead team that built an open-source, freely-available data set to connect C National Center for Education Statistics data sets	ollege Board and
		• Utilized existing data sources and then filled in gaps by crowdsourcing in A Turk	mazon Mechanical
		• Co-created with Petter Shaffery, Ulises Guzman Sol, Danielle Lyles, and Sol	eth Spielman

The Modal Institution of Higher Education 2019 bradweiner.info · Code tutorial in R demonstrating how to find the "modal" college or university. Modeled after "Modal American" episode of Planet Money. The Weightlist Podcast 2019 Capture Higher Ed 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 Weiner, B & Golden, T, The opportunities and challenges of predictive analytics. 2019 National Association of Student Financial Aid Administrators Leadership and Legislative Expo, 2019, Washington, D.C. ♥ Washington, DC Patterns of Gendered Performance Differences in Large Introductory Courses at Five 2017 **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 Financial Decisions Among Undergraduate Students from Low-Income and Working-2014 **Class Social Backgrounds** Journal of Student Financial Aid · Authored with Krista Soria and E.C. Lu SERVICE TO PROFESSION Expert Panelist for EDUCAUSE 2022 Horizon Report on the Future of Data and 2022 Analytics **EDUCAUSE Peer Review Journal Articles** Research in Higher Education **EDUCATION** 2014 Ph.D., Educational Policy and Administration Minneapolis, MN The University of Minnesota - Twin Cities 2009 • 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 M.Ed., Higher Education Administration 2006 Nashville, TN Vanderbilt University 2004 • Graduate Assistant for Office of New Student Programs and Student Activities B.A., English 2002 Lawrence, KS The University of Kansas 1998