Brian R. Finnegan

✉ brian.finnegan@gmail.com | ☎ 215-260-5933 | 🔗 brfinnegan | ⭘ flipsmash | 📍 Philadelphia, PA

Summary

Forward-thinking higher education leader passionate about leveraging data and technology to drive transformative changes and enhance student success. Proven record building an institution-wide culture of continuous improvement in teaching and learning through learning assessment. Demonstrated expertise in institution-wide data analysis, reporting, and data governance for compliance and accreditation. Skilled in conducting comprehensive institutional research, employing best practices of higher education, and providing valuable insights for decision-making. Proficient in survey design, statistical analysis, visualization, and reporting. Hands-on experience using SQL, R, Power BI, Tableau, Python, and Excel to address institution-wide data needs. Experience leading diverse cross-functional teams in support of student learning assessment and institutional effectiveness. Solid record of successfully leading regional accreditation efforts with an emphasis on learning effectiveness and assessment. Extensive online and classroom teaching experience. Experience designing and delivering assessment-related professional development to faculty, staff, and administrators.

Work Experience

Per Scholas — *Senior Manager, Learner Evaluation and Analytics* April 2024 - Present

- Strategic Data Leadership: Led the design and implementation of data management strategies, overseeing the transfer, analysis, and storage of performance data across multiple departments and learner cohorts. Aligned data strategies with institutional goals to optimize decision-making and improve academic outcomes.
- Team Leadership & Development: Directed a team of data analysts in creating and maintaining evaluation tools and data sharing processes. Provided leadership, mentorship, and professional development opportunities to foster a high-performing, data-driven culture across the organization.
- Self-Service Data Environment: Developed automation tools that allowed for scalable, self-service data reporting and analytics, facilitating quick and accurate data access for internal stakeholders. Enabled data-informed decisions by creating intuitive dashboards and reports using tools like PowerBI, Tableau, and R.
- Data Quality & Governance: Ensured the accuracy and integrity of academic evaluation data through rigorous validation processes, collaborating with IT and data architecture teams to enforce data governance and compliance policies. Maintained data hygiene standards to guarantee security and regulatory adherence.
- Stakeholder Consultation & Collaboration: Partnered with key decision-makers—including the Instructional Team, Site Directors, and Leadership—to understand data needs, translate business requirements into actionable insights, and recommend improvements based on comprehensive data analysis.
- Data Request Management: Managed a diverse portfolio of data requests, implementing an agile methodology for backlog grooming and prioritization. Delivered timely, actionable reports that met the evolving needs of academic and operational leaders.
- Power User Training & Support: Led training sessions and provided guidance to internal teams on best practices in data analysis, dashboard creation, and reporting. Empowered departments to become self-sufficient in data reporting, ensuring appropriate data use and compliance with institutional policies.
- Project Management & Cross-functional Collaboration: Led cross-functional teams to support the development and evaluation of new curriculum products. Collaborated closely with the Product Development Team to implement grading rubrics, reporting schedules, and quality assurance measures in learning management systems (LMS) such as Canvas.
- Compliance & Reporting: Supported accreditation and compliance activities by collecting, analyzing, and reporting on learner performance data. Ensured reporting aligned with Federal and state regulatory requirements for academic programs.
- Innovation in Data Visualization & Reporting: Continuously evaluated new technologies and innovative data visualization techniques to enhance the organization's reporting capabilities. Implemented cutting-edge reporting processes to provide actionable insights for curriculum improvement and learner success.
- Technologies and Tools: PowerBI, Microsoft Excel, SQL, Google Sheets, Google Apps Script. Canvas LMS, Salesforce CRM, Tableau, Python, R

Peirce College — *Dean, Information Technology & General Education* 2016 - 2021

- Responsible for overall divisional leadership and strategic positioning, faculty, degree programs, and curricula. Oversaw planning, development, implementation, assessment, and review of academic programs to ensure meaningful academic outcomes, quality, effectiveness, and sustainability. Built and maintained strong community partnerships with stakeholders in business, government, and education. Managed hiring, evaluation, and promotion of all division faculty and staff. Managed the division's annual budget and financial projections. Served as Co-Chair for Middles State Commission on Higher Education 2021 Self-Study Steering Committee. Oversaw the development of degree programs in cybersecurity, cloud computing, and data analytics. Developed and taught courses in SQL, data modeling, database management, and programming for data analytics in Python.

Peirce College — *Chair, Student Learning Outcomes Assessment Committee* 2009 - 2021

- Led the conceptualization, design, and execution of all ad-hoc and routine institution-wide assessment research; gathered, cleaned, and transformed all assessment data; analyzed, interpreted, visualized, and reported on results; Extracted and Integrated data from survey instruments, Jenzabar SIS, and Canvas LMS; designed all surveys and other data gathering instruments; developed predictive models and evaluated the effectiveness of educational interventions. Supervised the design and administration of educational effectiveness surveys and other data gathering instruments. Managed multiple systems for collecting, storing, and disseminating

assessment data. Established data governance guidelines. Communicated assessment findings orally and in writing to a wide range of stakeholders. Oversaw assessment-related training and development of faculty and academic administrators.

Peirce College — *Director, Competency-Based Education* 2016 - 2020
- Led the design, implementation, assessment, and operation of innovative competency-based degree programs at the College. Responsible for business development, vendor management, students support, student retention and recruitment, program evaluation, and industry engagement.

Peirce College — *Assistant Dean, Information Technology & General Education* 2011 - 2016
- Responsible for leadership and coordination of all aspects of the Information Technology and General Education academic programs. Led a faculty of 16 full-time and 60+ adjunct members. Oversaw the move to make all courses and programs available online. Drove a campus-wide focus on assessment and accountability: Chair and founding member of the Student Learning Outcomes Assessment Committee; member of the MSCHE Steering Committee for 2011 reaccreditation; member of the MSCHE working group on institutional effectiveness and learning assessment and an inaugural member of the Institutional Effectiveness Committee. Helped create a comprehensive, college-wide program review protocol. Chaired faculty and academic administrator search committees.
- Major academic initiatives: Chaired a college-wide general education revision committee and oversaw a comprehensive revision of Peirce's general education core curriculum. Revitalized IT program industry advisory board. Comprehensively revised IT program outcomes and curriculum to focus on modernized core technology skills. Restructured the general education core to focus on skills acquisition. Oversaw the wholesale revision of the developmental education program in 2011. Oversaw the design of the core curriculum's diversity, equity, and inclusion requirements.

Peirce College — *Faculty Chair & Associate Professor, Information Technology* 2006 - 2011
- Designed, developed, and taught curriculum in information systems and technology including coursework in software development, systems analysis, interface design, cloud computing, and project management. Grew the full-time faculty membership from five to seven over five years. Proposed and implemented an innovative and popular bachelor's program in Information Security. Chaired the committee responsible for selecting, implementing, and training on a college-wide learning outcomes management system.

Drexel University — *Executive Director, Pennsylvania Governors School for Information Technology*2000 - 2006
- Chief administrator for PDE grant awarded to Drexel for the implementation of the Pennsylvania Governor's School for Information Technology 2001 through 2005 in amounts ranging from $185,000 to $280,000. Planned, directed, executed, and evaluated all aspects of the country's first governor's school for IT, an immersive, participatory program in IT for gifted and talented Pennsylvania students. Administered the school's budget and oversaw operations, fundraising, outreach, and promotion. Designed, evaluated, and developed a cutting-edge information technology curriculum. Recruited, hired, trained, and evaluated 40 faculty and staff members. Oversaw the development and integration of core administrative and academic information systems including content management, group collaboration and online education applications in use by the participants, faculty, staff, and alumni of the program.

Ernst & Young — *Consultant, Tax Analysis & Economics* -
- Performed statistical, economic, and financial analysis for pharmaceutical, financial, and manufacturing clients involved in merger & acquisition, valuation, and international transfer pricing projects
- Conducted research in and developed predictive models for intellectual property licensing valuation

University Teaching Experience

- Database Management Systems / SQL
- Programming for Data Analytics / Python
- Object-Oriented Systems Analysis
- Statistical Methods I & II
- Data Analytics for Managers
- Usability Principles & Interaction Design
- Information Systems Project Management

Selected Academic & Professional Service Experience

- Middle States Commission on Higher Education Peer Evaluator
- Co-Chair, Peirce College MSCHE Self-Study Steering Committee
- Co-Chair, Peirce College MSCHE Self-Study Working Group on Student Learning Outcomes Assessment
- Chair, Peirce College Student Learning Outcomes Assessment Committee
- Black Data Processors Association (BDPA) Corporate Advisory Council
- Community College of Philadelphia Computer Technology Advisory Board
- Member, Peirce College Institutional Effectiveness Committee
- Member, Peirce College Curriculum Committee

Technical Skills

- Statistical Programming: **Python**, **R**
- Data Management: **SQL**, **MySQL**, **PostgreSQL**, **AWS RDS**, **MongoDB**
- Machine Learning: **scikit-learn**, **PyTorch**, **TensorFlow**, **Keras**

- Data Visualization: **Tableau**, **R**: **ggplot2** & **Shiny**, **Python**: **Plotly**, **Matplotlib**, **Seaborn**
- Core Higher Education Systems: **Canvas LMS** including **Canvas Data 2** and **Canvas API**, **Salesforce CRM**, **Jenzabar SIS**

EDUCATION

Higher Education Leadership & Policy Studies — *Doctor of Education* -
Temple University, Philadelphia, PA

Information Systems — *Master of Science* -
Drexel University, Philadelphia, PA

Applied Economics — *Bachelor of Science* -
Cornell University, Ithaca, NY