Alexander Wissman

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Professional Experience

RADY SCHOOL OF MANAGEMENT – UC SAN DIEGO — La Jolla, CA

Senior Institutional Data Analyst — September 2024 – Present
- Provide strategic oversight for school-wide data analytics initiatives, aligning data efforts with long-term institutional goals and continuous improvement priorities.
- Lead the development and execution of complex reporting frameworks that support accreditation, rankings, enrollment strategies, and alumni engagement metrics.
- Serve as a key advisor to executive leadership by delivering actionable insights through advanced data analysis, predictive modeling, and benchmarking.

Institutional Data Analyst — April 2020 – September 2024
- Led analytics and reporting efforts for a wide range of institutional metrics, including marketing performance, admissions trends, academic outcomes, alumni engagement, and business school rankings.
- Conducted end-to-end research, data gathering, analysis, and synthesis to support strategic goals and inform leadership decisions.
- Managed the data collection, validation, submission, and analysis of key surveys (e.g., business school rankings, AACSB accreditation, institutional profiles).

Marketing Data Specialist — November 2016 – April 2020
- Designed and maintained dynamic Tableau dashboards to track lead generation, social media engagement, applicant characteristics, and survey analytics.
- Coordinated with internal departments to gather and validate data for external reporting; implemented process improvements to enhance data quality and efficiency.
- Managed and curated a comprehensive database of startups founded by Rady students and alumni to support marketing and development initiatives.
- Translated complex data findings into actionable insights using intuitive visualizations tailored to diverse stakeholder audiences.

COLEMAN UNIVERSITY — San Diego, CA

University Registrar — November 2014 – November 2016
- Directed the development of master course schedules across four undergraduate and three graduate programs, balancing academic needs and resource availability.
- Contributed to strategic planning as a member of the university's Database Committee, promoting data-informed decision-making practices.
- Performed comprehensive transcript evaluations and degree audits to ensure student compliance with graduation requirements.

COLEMAN UNIVERSITY — San Diego, CA

Institutional Research Analyst — May 2013 – November 2014

- Compiled and analyzed reports on key student success indicators to support institutional planning and strategic decision-making.
- Evaluated institutional datasets for accuracy and integrity to ensure reliable reporting for internal stakeholders and external accreditation bodies.
- Supported data requests and reporting initiatives by synthesizing complex information into actionable insights aligned with academic and administrative goals.

Education

UC SAN DIEGO - Rady School of Management La Jolla, CA
Master of Science in Business Analytics December 2025

UC SAN DIEGO EXTENSION La Jolla, CA
Certificate in Business Intelligence Analysis December 2019

SAN DIEGO STATE UNIVERSITY San Diego, CA
B.S. in Statistics with emphasis in Actuarial Science December 2012

Technical Skills

Software: Salesforce, Tableau, Python, SQL, Microsoft Excel