Thomas J. Weinandy, Ph.D.

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SUMMARY

Dr. Thomas Weinandy is an applied economist conducting research on a mobile two-sided promotions market. He specializes in business economics and digital economics, particularly in managing complex and big data sets. His professional work discovers insights on consumer behavior at brick-and-mortar retail amid macroeconomic trends. Dr. Weinandy also performs pro bono consulting on nonprofit program evaluation.

EDUCATION

Doctorate in Applied Economics　　　　　　　　　　Cumulative GPA 3.8/4.0
Western Michigan University　　　　　　　　　　　　*Graduated May 2021*
- Specializations: Econometrics, Applied Microeconomics
- Dissertation: Applied Microeconomics & Business Intelligence in the Digital Age

Masters in Applied Economics　　　　　　　　　　Cumulative GPA 3.8/4.0
Western Michigan University　　　　　　　　　　　*Graduated December 2017*

Master of Business Administration　　　　　　　　Cumulative GPA 3.9/4.0
Wheeling Jesuit University　　　　　　　　　　　　*Graduated May 2014*

B.A. Spanish, Social Entrepreneurship　　　　　　Majors GPA 3.7/4.0
John Carroll University　　　　　　　　*Graduated (with honors) May 2011*

CERTIFICATIONS

100 Days of Code: The Complete Python Bootcamp
Udemy　　　　　　　　　　　　　　　　　　*Completed October 2022*

Specialization Certificate in Applied Data Science with Python
University of Michigan　　　　　　　　　　　*Completed December 2018*

SELECT GRADUATE COURSEWORK

Quantitative Business Analysis, Managerial Accounting, Managerial Finance, Economic Statistics, Introduction to Econometrics, Advanced Econometrics I (Panel Data), Advanced Econometrics II (Time Series), Applied Data Mining, Machine Learning, Text Mining, Social Network Analysis, Big Data Analytics

CURRENT TECHNOLOGY STACK

Programming Languages: Python, PySpark, R, SQL
AI/ML: Azure Machine Learning, Databricks, Microsoft AI Services
Data Visualization: Power BI, Looker**,** Matplotlib/Seaborn/Plotly
Miscellaneous: Snowflake, Hex, Jira (Kanban), GitHub

EXPERIENCE

Senior Research Economist   **Upside**

Washington DC   *September 2022-Present*

- Identify insights about users and merchants on a two-sided promotions market for gas, convenience, restaurant, and grocery retail.
- Create thought leadership pieces from internal and external data sources.
- Monitor macroeconomic conditions, synthesize for company communication.
- Speak publicly on behalf of the company about consumer behavior and industry trends.

Sabbatical   *May 2022-August 2022*

- Completed github.com/tomweinandy/100DaysOfCode in Python
- Submitted two research papers to academic journals

Economist   **Foundry Brands**

Dallas, TX   *January 2022-April 2022*

- Helped the 10-month-old startup establish a Data Science Team.
- Built a pipeline from data lake into Python environment for local development and automated analysis with most-recent data.
- Built algorithm to match organic keyword searches with branded retailers.

Senior Data Scientist   **BlueGranite**

Portage, MI   *March 2020-December 2021*

- Built and implemented machine learning models using Microsoft technologies.
- Provided advanced analytics consulting for clients in the areas of retail, financial services, and health care.
- Directed internal AI strategy for four-person team of Data Scientists.
- Ran three webinar trainings on levering AI for: Azure Machine Learning, Power BI, AI Business Strategy.

Teaching Assistant / Part-Time Instructor   **Western Michigan University**

Department of Economics   *Aug. 2016-May 2020 / Sept.-Dec. 2021*

- Course taught: Principles of Microeconomics
- Assisted faculty with economic research projects and coursework.
- Courses assisted: Exploring Economic Data, Intermediate Microeconomics, Principles of Macroeconomics, Women, and the Economy

Adjunct Professor   **Wheeling Jesuit University**

Department of Business   *August 2014-May 2016*

- Courses taught: Quantitative Business Analysis, First Year Seminar, Emerging Leadership

EXPERIENCE (continued)	**Co-Organizer**	**Crisis Mappers Network**

EXPERIENCE
(continued)

Co-Organizer   **Crisis Mappers Network**
International Conference of Crisis Mappers   *October 2013-October 2016*
- Annual humanitarian technology conferences with 180-350 attendees, $150,000+ budget, held between three continents. Primary hosting organizations included the United Nations, Google, and Map the Philippines.
- Planned virtually on a geographically dispersed team of four organizers.

AmeriCorps/Graduate Assistant   **Wheeling Jesuit University**
Service for Social Action Center   *August 2011-July 2016*
- Program evaluation and implementation for college students on issues of hunger, incarceration, youth development, and energy solutions.
- Partnered with local and regional nonprofits to coordinate one-time, ongoing, and week-long service learning opportunities.

Community Resource Coordinator   **Boys Hope Girls Hope NE Ohio**
Hope Prep Program   *June 2010-July 2011*
- Teacher for academic summer camp for kids from low-income backgrounds.
- Expanded programming from five weeks to year-round with school visits.

PUBLICATIONS

Stirrup, J., & **Weinandy, T. J.** (2024). Artificial Intelligence with Microsoft Power BI: Simpler AI for the Enterprise. *O'Reilly Media*. https://bit.ly/aiwithpowerbi

Esguerra, A., & **Weinandy, T. J.** (2024). "Factors Predicting Access to Medications for Opioid Use Disorder for Housed and Unhoused Patients: a Machine Learning Approach" *PLOS ONE.*

Weinandy, T. J., Chen, K., Pozo, S., & Ryan, M. J. (2023). Twitter-patter: how social media drives foot traffic to retail stores. *Journal of Marketing Analytics*, 1-19.

Weinandy, T. J., & Ryan, M. J. (2021). Flexible Ubers and fixed taxis: The effect of fuel prices on car services. *Journal of Industry, Competition and Trade*, *21*(2), 139-168. https://rdcu.be/cc8eC.
- Winner Best Graduate Economics Paper*, Ohio Association of Economists and Political Scientists,* Annual Meeting, Cleveland, OH, September 2019.

Weinandy, T. J. (2016). Volunteer and technical communities in humanitarian response: lessons in digital humanitarianism from Typhoon Haiyan. *UN Chronicle*, *53*(1), 29-30.

SELECT PROJECTS

"Building a Twitter bot in Python to write bigram poems," Blog post on dev.to, August 2, 2019. http://bit.ly/bigrampoetry

"Evaluating Collinear Economic Variables with Machine Learning: A Case Study on Retail Visits and Tax Returns"

PRESENTATIONS

"From Trends to Transactions: What's Fueling (or Stalling) Customer Loyalty" *Outlook Leadership Conference*, Palos Verdes, CA, August 2025

"Missed Connections: The High Cost of Overlooking Shoppers" *GroceryTech*, Dallas, TX, June 2025

[Keynote] "U.S. Economic Outlook for 2025 and Beyond" *NACS State of the Industry Summit*, Dallas, TX, April 2024

[Interview] "Amid inflation, consumers are committed to discounts, not brands" *The Today Show*, New York, NY, August 2024 bit.ly/today_show_cross_shopping

"The Consumer Decisions Behind Spending" *Outlook Leadership Conference*, Palos Verdes, CA, August 2024

"The Macroeconomic Trends Behind Consumer Behavior" *Western Michigan U. Dept. of Economics Seminar*, Kalamazoo, MI, October 2023

"Defining Indicators for Success in a Digital World" *Outlook Leadership Conference*, Palos Verdes, CA, August 2023

[Keynote Speaker] "An economist walks into a bar…: The current headwinds and tailwinds affecting small businesses" *Great Lakes Ice Cream and Fast Food Association Trade Show*, Battle Creek, MI, February 2023.

[Keynote Speaker] "Business in the Digital Age" *International Conference on Innovative Trends in Business and Technology*, Virtual/Lahore, Pakistan, October 2022.

"Twitter-Patter: How Social Media Drives Retail Foot Traffic"
- *Placekey Seminar Series*, Virtual, May 2021
- *Big Data Ignite*, Virtual, October 2021

"Evaluating Collinear Economic Variables with Machine Learning: A Case Study on Retail Visits and Tax Returns" *Midwest Regional Graduate Symposium,* Virtual/Toledo, OH, April 2021.
- *2nd place Best Graduate Presentation.*

"The Peanut Butter Problem: Building an Out of Stock Product Recommender" *Big Data Ignite*, Virtual/Grand Rapids, MI, October 2020.

"Big Data Hubris: Limitations in Aggregating Uber and Google Data." *Data Science & Analytics West Michigan*, Grand Rapids, MI, March 2020.

"Economic Lessons from the #ChickenSandwichWars." *Three Minute Thesis Competition—Western Michigan University*, Kalamazoo, MI, February 2020.
- *WMU 1ˢᵗ place winner, voted People's Choice. Finalist at regional competition.*

[Keynote Speaker] "Is a Recession Coming? The Good, the Bad and the Ugly of Economic Trends." *Great Lakes Ice Cream and Fast Food Association Trade Show*, Battle Creek, MI, February 2020.

"Predicting Brand Sales with Twitter Text Analysis." *International Conference on Big Data Analytics and Data Science*, Las Vegas, NV, November 2019.

"Flexible Ubers and Fixed Taxis: The Effect of Fuel Prices on Car Services."
- *Midwest Economic Association*, St. Louis, MO, March 2019.
- *Ohio Association for Economics and Political Scientists Annual Meeting*, Cleveland, OH, September 2019.
- *Grand Valley State University Seminar*, Grand Rapids, MI, November 2019.

"Appalachia: Overview of the Region and Economy." *Ignatian Family Teach-in for Justice*, Washington DC, November 2012.

"The Impact of Domestic and International Immersion Experiences on Students." *Wheeling Jesuit University Research and Scholarship Symposium*, Wheeling, WV, April 2012.

"Crisis Mapping: Conflict and Disaster Response in the Digital Age." *John Carroll University Celebration of Scholarship*, Cleveland, OH, April 2011.

LANGUAGE SKILLS	Spanish (working proficiency): undergraduate major; semester abroad in Madrid, Spain; six cumulative weeks of travel between El Salvador, Guatemala, and Mexico.
PROFESSIONAL MEMBERSHIP	National Association of Business Economists, Midwest Economic Association, Data Science and Analytics West Michigan
ACADEMIC REFEREEING	Journal of Marketing Analytics

CONSULTING

Data Strategy and Analysis; International Samaritan; Ann Arbor, Michigan (2025-Present)

Steering Committee, Program Committee, Fundraising Committee; Big Data Ignite conference; Grand Rapids, Michigan (2019-2023).

Financial Advisory Committee, St. Thomas More Catholic Church, Kalamazoo, Michigan (2017-2022).

Literature Review Committee, International Samaritan, Ann Arbor, MI (2021).
Feasibility Study for a Social Enterprise Bakery with Catholic Charities, West Virginia (2014).

"Prophetic Philanthropy: Building a Model to Predict Chapel Donations at a Small, Catholic, University" (2013).

Evaluation of a leadership training program for the Minneapolis-based nonprofit Students Today Leaders Forever (2011).