

Career Highlights

- Designed predictive analytics strategies at QueBIT Consulting, managing advanced analytics projects and leading a team recognized for expertise in IBM SPSS solutions.
- Led AI and ML consulting initiatives while driving solution discovery and implementation while doubling the size of the data science team.
- Mentored data science consultants at Pandata and Further, enabling the delivery of impactful, ethical AI solutions aligned with client goals.
- Directed predictive modeling and text mining projects for SPSS and IBM, driving actionable insights for clients in marketing, churn prediction, and forecasting.
- Built custom predictive analytics curriculums for Fortune 500 companies through consulting and workshops at TDWI, emphasizing machine learning lifecycle management and AI/ML strategy.
- Provided strategic consulting at Big Sky Analytics, securing high-profile client projects that led to its acquisition by QueBIT Consulting.

Professional Experience

Further

3/2024 - Present

Data Science Principal

Remote

- As AI Evangelist, promotes thought leadership and brand visibility through high-profile events and publications.
- Contributes to consulting, business development, and solution design to deliver responsible and transparent AI solutions.
- Hosts LinkedIn Live interviews with thought leaders in AI, engaging professionals globally.
- Drives innovation and knowledge-sharing initiatives that expand business opportunities and strengthen the AI brand.
- Expanded Further's Data Science and AI capabilities by assisting the integration of the Pandata team and existing data science talent post-acquisition.

Pandata

10/2022 - 3/2024

Executive Data Scientist in Residence

Remote

- Mentored a team of data science consultants to implement ethical and transparent AI strategies.
- Served as a trusted advisor to executives, ensuring responsible AI adoption that aligned with organizational goals.
- Promoted thought leadership and innovation within AI and data science consulting engagements.
- Joined Further when Pandata was acquired in March, 2024.

LinkedIn Learning

4/2016 - Present

Data Science and Machine Learning Author

- Built and taught 23 courses on AI, machine learning, and data science, reaching over 1 million learners globally.

- Developed training on practical applications such as predictive modeling, decision trees, and causal inference.

University of California, Irvine

9/2015 - 9/2023

Instructor and Curriculum Developer

- Designed and taught hands-on, project-based predictive analytics courses for adult learners in diverse industries.
- Awarded the Distinguished Instructor Award in 2019 for excellence in teaching and curriculum innovation.

TDWI

7/2015 - Present

Faculty

- Delivered workshops on machine learning lifecycle management, AI/ML strategy, and building profitable analytics solutions.
- Frequently engaged Fortune 500 companies through tailored, enterprise-level training and workshops.

CloudFactory

10/2020 - 6/2022

Chief Data Science Advisor

Durham, NC and
Remote

- Delivered thought leadership content through conference presentations, LinkedIn Live events, and written materials, establishing the company as a trusted voice in ethical AI and humans-in-the-loop technology.
- Advised internal product and leadership teams on AI/ML strategy, contributing to product development and aligning technical capabilities with market needs.
- Acted as an evangelist for ethical AI, sharing insights through research, speaking engagements, and collaborative marketing initiatives.
- Championed the mission of integrating ethical AI and human-centric technologies, supporting the goal of connecting one million people in the developing world to digital-age work opportunities.
- Conducted AI research and trend analysis to inform product strategies and drive innovation in machine learning solutions.

QueBIT Consulting

5/2013 - 9/2014

Vice President and General Manager, Advanced Analytics

- Directed Advanced Analytics practice, leading strategy, training, and consulting services to establish the company as a premiere resource for IBM SPSS solutions.
- Scaled the Advanced Analytics team following the acquisition of Big Sky Analytics, integrating expertise and expanding the practice's capabilities.
- Built and managed a world-class services team, personally engaging in high-stakes consulting projects and critical data discovery processes with enterprise clients.
- Designed and delivered a comprehensive training curriculum for IBM SPSS Modeler, rooted in real-world experience and tailored to client needs, minimizing trial-and-error learning.
- Worked alongside senior management to develop and execute the broader analytics strategy, ensuring alignment with organizational goals and market demand.
- Oversaw predictive analytics projects, leveraging advanced modeling techniques to drive impactful client outcomes in industries such as finance, marketing, and healthcare.
- Partnered with clients to uncover hidden potential in their data, coaching teams through implementation and achieving measurable business results.

Big Sky Analytics

8/2012 - 5/2013

Managing Consultant

- Delivered world-class predictive analytics projects, specializing in forecasting, segmentation analysis, and machine learning.
- Partnered with leadership to design and execute high-impact predictive models, establishing Big Sky Analytics as a trusted resource in IBM SPSS solutions.
- Conducted comprehensive knowledge transfer by training client teams, interviewing subject matter experts, and mentoring staff on predictive modeling best practices.
- Played a key role in positioning Big Sky Analytics for acquisition by QueBIT Consulting, cementing its reputation as a premier IBM SPSS partner.
- Provided hands-on consulting to ensure successful project implementation and long-term client success.

IBM

10/2010 – 5/2013

Lead Data Mining Consultant

- Directed predictive analytics and modeling projects across industries, including churn analysis, direct marketing, forecasting, and text mining.
- Managed client analysts during data mining projects, coaching them on model building and maintenance for long-term success.
- Acted as a liaison between client departments to secure resources and facilitate smooth project execution.
- Delivered comprehensive training on IBM SPSS Statistics and Modeler, transitioning to consulting after IBM's acquisition of SPSS.
- Briefed C-level executives at key project milestones, ensuring alignment with business objectives and providing strategic updates.
- Conducted follow-up visits post-deployment to ensure successful implementation, measure ROI, and maximize project impact.

SPSS

2/1998 – 10/2010

External Trainer and Consultant

- Delivered hundreds of live training workshops globally, teaching IBM SPSS Statistics and Modeler to diverse audiences.
- Authored Introduction to SPSS Syntax and SPSS Programming Intermediate to simplify statistical and programming concepts.
- Designed and led custom Python integration courses to extend SPSS functionality.
- Taught advanced SPSS programming techniques, including GPL, SPSS-Python Integration, and OMS.
- Developed and taught courses on regression, ANOVA, marketing research, and structural equation modeling using AMOS.
- Conducted training on decision trees and text mining with IBM SPSS Modeler.
- Supported IBM-SPSS consulting teams with tailored training programs and implementation projects.

Center for Applications of Psychological Type, Inc.

7/1996 – 2/1999

External Contract Researcher

- Conducted data analysis for a longitudinal study involving 3,500 students across five high schools.
- Presented research findings at related academic and industry conferences.

United States Army Reserve

1986-1999

Officer

- Served as an enlisted soldier, ROTC scholarship student, and commissioned officer.

Owner

- ❑ Operated a college entrance test preparation business, delivering lectures, private tutoring, and study skills training.
- ❑ Designed specialized programming for test anxiety reduction and financial planning for college admissions.

Skills & Expertise

- ❑ **Consulting and Strategy:** Experienced in designing and implementing advanced analytics solutions, managing data science teams, and advising executives on data-driven decision-making.
- ❑ **Predictive Analytics and Data Science:** Expertise in predictive models, segmentation analysis, decision trees, neural networks, general linear models, clustering, association rules, and advanced statistical methods.
- ❑ **Artificial Intelligence and Machine Learning:** Skilled in Generative AI, LLM customization, causal inference, and explainable AI (XAI).
- ❑ **Training and Education:** Delivered thousands of training sessions and courses globally, teaching predictive analytics, machine learning, and statistical methods to diverse audiences.
- ❑ **Software Expertise:** IBM SPSS Statistics, IBM SPSS Modeler, AMOS, Answer Tree, Text Analytics, KNIME, Python, and related data science tools.
- ❑ **Communication and Leadership:** Adept at simplifying complex technical concepts for technical and non-technical audiences and fostering thought leadership through publications, keynotes, and guest appearances.
- ❑ **Industry Expertise:** Extensive experience across sectors including Government, Media, Marketing, Healthcare, Retail, Finance, Manufacturing, and Higher Education.

Education

School name: Worcester Polytechnic Institute

Publications

Books

- ❑ *SPSS Statistics for Dummies (4th Edition)*
Co-authored with Jesus Salcedo; Wiley Publishing. Comprehensive guide on SPSS Statistics for beginners and professionals.
- ❑ *SPSS Statistics Workbook for Dummies*
Co-authored with Jesus Salcedo; Wiley Publishing. Supplemental exercises to accompany SPSS Statistics for Dummies.
- ❑ *SPSS Statistics for Data Analysis and Visualization*
Co-authored with Jesus Salcedo; Wiley Publishing. Advanced techniques for statistical data visualization.
- ❑ *IBM SPSS Modeler Cookbook*

Packt Publishing. Practical guide for creating predictive models using SPSS Modeler. Coauthored with Dean Abbott, Scott Mutchler, Tom Khabaza, and Meta Brown.

- *Handbook of Statistical Analysis: AI and Machine Learning Applications (3rd Edition)*
Co-authored with Bob Nisbet and Gary Miner; Elsevier Publishing. Advanced AI and ML applications for data science professionals.

Online Learning and Video Series

- *IBM SPSS Modeler Essentials*
Packt Publishing. Video tutorial series focusing on SPSS Modeler fundamentals.
- *Learning IBM SPSS Statistics*
Packt Publishing. Video guide for using SPSS Statistics for data analysis.

LinkedIn Learning Courses

- *Predictive Analytics Essential Training: Data Mining*
- *Problem Identification and Solution Design for Data Scientists*
- *Side Hustle Strategies for Data Science and Analytics Experts*
- *Executive Guide to Deploying, Monitoring, and Maintaining Models*
- *Executive Guide to Predictive Modeling Strategy at Scale*
- *The Non-Technical Skills of Effective Data Scientists*
- *Machine Learning and AI: Advanced Decision Trees with SPSS*
- *Machine Learning and AI Foundations: Decision Trees with SPSS*
- *Machine Learning and AI Foundations: Classification Modeling*
- *Machine Learning and AI Foundations: Clustering and Association*
- *Executive Guide to Human-in-the-Loop Machine Learning and Data Annotation*
- *Introduction to Machine Learning with KNIME*
- *Machine Learning & AI Foundations: Linear Regression*
- *Executive Guide to AutoML*
- *Machine Learning and AI Foundations: Advanced Decision Trees with KNIME*
- *Machine Learning and AI Foundations: Causal Inference and Modeling*
- *Machine Learning and AI Foundations: Decision Trees with KNIME*
- *Machine Learning and AI Foundations: Prediction, Causation, and Statistical Inference*
- *Machine Learning and AI Foundations: Producing Explainable AI (XAI) and Interpretable Machine Learning Solutions*
- *Predictive Analytics Essential Training: Estimating and Ensuring ROI*
- *Data Science Foundations: Data Assessment for Predictive Modeling*
- *Predictive Analytics Essential Training for Executives*
- *Advanced Predictive Modeling: Mastering Ensembles and Metamodeling*

Peer-Reviewed Contributions

- *3rd Order Analytics Demand Planning: A Model for the Automated Collaboration of Business Intelligence and Predictive Analytics Tools*
- *A Conversation on Fundamental Data Literacy Concepts for Undergraduate Education*, under review, submitted to Harvard Data Science Review.

Selected Media and Guest Appearances

- Host or guest for dozens of appearances on YouTube and LinkedIn Live, discussing advanced AI, ML, and data science trends.

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- TDWI Faculty, presenting on topics such as ethical AI, machine learning lifecycle management, and predictive analytics solutions.

Awards

Distinguished Instructor Award (2019)

Awarded by the University of California, Irvine Division of Continuing Education for exemplary teaching and curriculum development in predictive analytics.

KNIME Contributor of the Month

Recognized for outstanding contributions to the KNIME community and thought leadership in data science and machine learning.

IBM Certified Specialist Recognition

Certification for advanced expertise in IBM SPSS Modeler Professional (v2).