# Andrew Banasiewicz, Ph.D.

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## Professional Profile

Educator, practitioner, and researcher with extensive industry and academic experience in business analytics and data science; professional background includes:

- teaching and curriculum development in areas of business analytics, data science, and risk management
- applied corporate data analytic experience in risk management, insurance, and marketing domains
- independent analytical research and consulting experience in the area of data-driven risk assessment
- single authorship of several books, numerous journal articles, conference papers, and presentations
- active research agenda and involvement with academic and practitioner professional associations

## Summary of Professional Background

### Curriculum Development
- Design of modular, online graduate data science, business analytics and risk management curricula
- Design and delivery of individual data analytics and risk management courses
- Development of custom teaching materials, case studies, and hands-on practicums
- Development of custom non-credit applied learning modules

### Program Management
- Recruitment and oversight of full-time and part-time faculty
- Development of program tracking and monitoring systems
- Academic vendor management

### Research & Publishing
- Multiple single-authored books
- Several invited book chapters
- Numerous journal articles, conference papers, and industry white papers

### Professional Engagement
- Frequent speaker at international and domestic academic and industry professional meetings
- Active consultant with expertise in several distinct aspects of risk estimation
- Fellow of several research and professional associations
- Visiting lecturer at US and foreign universities

### Data Analytic Competencies
- Exploratory, prescriptive, and predictive analytics, data mining, text mining, machine learning
- Analytic research design, sample design and selection, multisource data amalgamation and analyses
- Familiarity with a wide array of financial, event, descriptive, insurance, marketing, and self-reported data
- Proficiency with SPSS, SPSS Modeler, SAS, SAS Enterprise Miner; some R, SQL, and Tableau experience

### Industry Solutions
- Multivariate predictive modeling system for estimating company-specific exposure to executive risks
- Peer group benchmarking methodology for estimating expected securities litigation cost ranges
- GIS-enabled predictive system to support ongoing utility line rapture mitigation efforts
- Methodology for analysis, conversion and amalgamation of text and numeric insurance claims
- Methodology for identifying insurance claims exhibiting heightened risk of adverse development
- Multi-attribute benchmarking process for data-driven management of external litigation expenses
- Marketing media mix simulation to support allocation of promotional spending across channels

## Professional Experience Details

### Academic

**Professor of Business Analytics**, School of Management, Cambridge College, Boston, MA  2018-current
- Design and delivery of evening/weekend graduate statistics and business analytics courses

**Professor of Practice and Founding Director of Graduate Data Science & Analytics Programs**,
School of Science & Engineering, Merrimack College, N. Andover, MA  2016 - current
- Design, delivery, and oversight of online graduate data science & analytics programs

**Associate Professor of Practice**, Boston University, Boston, MA  2011 - 2016
**Sr. Lecturer** (part-time)**,** Boston University, Boston, MA
- Design and delivery of courses on risk management, analytics, and statistics

**Guest Lecturer**: Day- to semester-long invited lectures and/or courses on business analytics
- Tribhuvan University & Uniglobe College, Kathmandu, Nepal  2019 & 2020
- Bandung Institute of Technology, Bandung, Indonesia  2016
- Audencia Nantes Ecole de Management, Nantes, France  2014 & 2015
- Harvard University, Cambridge, MA  2013

**Assistant Professor of Marketing & Management**, University of Wyoming, Laramie, WY  1997 - 1999
- Tenure-track faculty with split appointments in Marketing and Information Systems

### Industry

**Founder & Principal**, Erudite Analytics, Bristol, RI  2013 - current
Specialty risk research and analytics consultancy focused on:
- Proprietary predictive models for estimating companies' exposure to executive risks
- General research design, analytic consulting, and trade book publishing

**Director of Data Science**, Liberty Mutual Insurance, Boston, MA  2012 - 2016
Research & development leadership focused on predictive analytics and text mining:
- Spearheaded the development of benchmarking and legal invoice processing algorithms
- Contributed to the development of predictive models and text mining capabilities

**Senior Vice President of Analytics**, Beecher Carlson, New York, NY  2005 - 2012
Established and grew predictive analytical practice; key accomplishments:
- Development of multivariate statistical systems for modeling of executive risk exposures
- Creation of predictive analytical systems for managing the total cost of casualty risk

**Vice President, Strategy & Analysis**, Digitas, Strategy & Analysis Group, Boston, MA  2002 - 2004
Leadership of a measurement and analysis team; sample projects:
- Design of an adaptive marketing segmentation schema capturing behavioral trajectories
- Development of a methodology for estimating marketing action-attributable incrementality

**Sr. Consultant**, Epsilon Data Management, Analytic Consulting Group, Burlington, MA  1999 - 2002
Lead analytical consultant on numerous engagements; sample projects:
- Design of marketing mix simulation for allocation of cross-channel promotional spending
- Experimental design-based method of optimizing the effectiveness of direct mail mix

**Project Director**, Nielsen Company, Advanced Analytics, New York, NY  1995 - 1997
Senior-level analyst focused on impact of promotional activities on sales; core responsibilities:
- Model-based assessment of coupons and other purchase incentives
- Simulation of differential impact of competing direct marketing initiatives

## Research & Publishing Details

### Books

Banasiewicz, A. (forthcoming, 2023). *Data-Driven Benchmarking,* Springer Nature: Cham, Switzerland.
Banasiewicz, A. (2021). *Organizational Learning in the Age of Data,* Springer Nature: Cham, Switzerland.
Banasiewicz, A. (2019). *Evidence-Based Decision-Making: How to Leverage Available Data and Avoid Cognitive Biases,* Routledge: New York, NY. #1 Best New Decision-Making Book to Read in 2019 (Book Authority)
Banasiewicz, A. (2016). *Threat Exposure Management: Risk, Resilience, Change*, Erudite Analytics: Bristol, RI.
Banasiewicz, A. (2015). *Cracking the Code of Executive Risk,* Erudite Analytics: Bristol, RI.
Banasiewicz, A. (2013). *Marketing Database Analytics: Transforming Data for Competitive Advantage,* Routledge: New York, NY.
Banasiewicz, A. (2009). *Risk Profiling of Organizations,* Erudite Analytics: Bristol, RI.

### Book Chapters

Banasiewicz, A. (2020). Post-Pandemic Learning in the Age of Data, in *The University of the Future – Post COVID 19.* D. Remenyi et al., eds., Academic Conferences & Publishing International: London, UK.
Banasiewicz, A. (2020). Organizational Learning in the Age of Data, in *Data Information in Online Environments.* R. Mugnaini, ed., Springer Nature: Cham, Switzerland.
Banasiewicz, A. (2019). Learning in the Age of Data, in *The University of the Future.* D. Remenyi et al., eds., Academic Conferences & Publishing International: London, UK.

### Peer Reviewed Journal Articles

Banasiewicz, A. (forthcoming, 2022). Ebbs and Flows of Securities Fraud Litigation: Empirical Examination of Post-PSLRA Frequency & Severity Trends. *International Journal of Applied Business.*
Banasiewicz, A. (2022). Hidden Handicaps of Benchmarking: Impact of the Choice of Industry Classification Taxonomy on Peer Group Based Evaluations. *Journal of Management Policy & Practice,* 23(1), 29-41.
Banasiewicz, A. (2022). On Bridging of the Academic-Practitioner Divide in Business Education: New Opportunities in the New Era. *Journal of Knowledge Management,* 20(1), 27-35.
Banasiewicz, A. (2020). Organizational Learning in the Age of Data. *Lecture Notes of the Institute of Computer Sciences, Social Informatics and Telecommunications Engineering,* 319, 64-78.
Banasiewicz, A. (2019). Aprendizaje organizacional en la era de los datos (abbreviated newspaper version). El Mundo, March 21, p. 7.
Cleary, P. & Banasiewicz, A. (2018). Toward Resilience of Business Ecosystems: The Internet as a Critical Infrastructure. *Australian Academy of Accounting and Finance Review*, 4(1), 1-10.
Banasiewicz, A. (2015). Risk Management Myopia & the Case for Total Exposure Management. *Review of Integrative Business and Economics Research*, 5(1), 61-74.
Banasiewicz, A. (2015). The Ecosystem of Executive Threats: A Conceptual Overview. *Risk Management*, 17(2), 109-143.
Banasiewicz, A. (2015). Total Exposure Management: ERM, Resilience and Change Management. *Australian Academy of Business and Economics Review*, 1(1), 26-38.
Banasiewicz, A. (2015). Quantifying Executive Threats: Shareholder Litigation. *International Journal of Business Competition & Growth*, 4(1), 98-114.
Banasiewicz, A. (2005). Loyalty Program Planning and Analytics. *Journal of Consumer Marketing*, 25(6), 332-339.
Banasiewicz, A. (2005). Marketing Pitfalls of Statistical Significance Testing. *Marketing Intelligence and Planning*, 23(4/5), 515-528.
Banasiewicz, A. (2004). Acquiring High Value, Retainable Customers. *Journal of Database Marketing*, 12(1), 21-31.
Banasiewicz, A. (2001). How to Identify High Value Consumers. *DM Review Direct*, November 16.
Banasiewicz, A. (2001). Selecting a Segmentation Approach. *DM Review Direct*, February 2.
Banasiewicz, A. (2000), Selecting Your Best Customers through Brand Loyalty. *DM Review*, October 10.

## Peer Reviewed Conference Papers & Presentations

Banasiewicz, A. (forthcoming, 2023). Transcendental Creativity: Imagining in the Age of Data. 23rd *International Conference on Knowledge and Change in Organizations,* The University of Auckland, Auckland, New Zealand.

Banasiewicz, A. (2021). Hidden Handicaps of Benchmarking: The Case of Shareholder Litigation Risk Exposure Estimation. *International Association for Computer Information Systems* annual conference, Las Vegas, NV.

Banasiewicz, A. (2021). Data-Driven Creativity. *International Management Conference,* Kathmandu, Nepal (keynote speaker).

Banasiewicz, A. (2021). From the Age of Reason to the Age of Transcendence: The Evolution of Sensemaking. *World Economy Trade & Employment – Navigating the Future,* Mumbai University, India (keynote speaker).

Banasiewicz, A. (2021). Building Data Analytic Literacy. *17th International Conference on Technology, Knowledge & Society*, University of Melbourne, Melbourne, Australia.

Banasiewicz, A. (2021). Toward Effective Hybrid Curricula. *14th International Conference on e-Learning & Innovative Pedagogies*, University of the Aegean, Rhodes, Greece.

Banasiewicz, A. (2020). Evidence-Based Decision-Making in Organizational Management. *International Management Conference,* Kathmandu, Nepal (keynote speaker).

Banasiewicz, A. (2020). A New Typology of Organizational Learning. *EAI International Conference on Data and Information in Online Environments*, Forianopolis, Brazil.

Banasiewicz, A. (2019). Organizational Decision-Making and Analytics: Maximizing the Value of Analytic Competency. *Analytics Without Boarders Conference*, Bryant University, Smithfield, RI.

Banasiewicz, A. (2019). Teaching and Learning Data Science & Analytics. 2019 *International Management Conference,* Kathmandu, Nepal (keynote speaker).

Banasiewicz, A. (2018). Evidence-Based Organizational Learning. *International Business Research Conference*, Bangkok, Thailand.

Banasiewicz, A. (2018). The 3E Framework. 2018 *European Conference on Knowledge Management*, University of Padua, Italy.

Banasiewicz, A. (2018). The Data-As-Evidence Framework. *Colloquium on Organizational Management*, Cape Town, South Africa (keynote speaker).

Banasiewicz, A. (2017). Evidence-Based Practice. 2017 *AABL Research Conference*, Melbourne, Australia (keynote speaker and conference chair).

Banasiewicz, A. (2017). Organizational Change as a Source of Risk. *International Conference on Information & Sciences*, Kyoto, Japan.

Banasiewicz, A. (2016). Toward Organizational Resilience: Total Exposure Management. *Global Risk Forum*, Davos, Switzerland.

Banasiewicz, A. (2016). Beyond Risk Management. *AABL Business Research Conference*, Bandung and Bali, Indonesia (keynote speaker).

Banasiewicz, A. (2015). Risk Management Myopia. *Society for Interdisciplinary Business Research Conference*, Hong Kong, China.

Banasiewicz, A. (2015). Risk Exposure Management. *International Business Research Conference*, Sydney, Australia (keynote speaker).

Banasiewicz, A. (2014). Organizational Risk Profile Measurement and Management. *Global Risk Forum*, Davos, Switzerland.

Banasiewicz, A. (2014). The Cumulative Claim Cost Index. *Symposium on Uncertainty Modeling & Analysis*, Liverpool, UK.

Banasiewicz, A. (1994). The Moderating Effect of Combinations of Dissimilar Shoppers' and Sellers' Ethnicities. *Symposium on Patronage Behavior and Retail Strategic Planning*, Baton Rouge, LA.

Banasiewicz, A. (1994). The Determinants of Adaptive Selling: Replication & Extensions. *Southern Marketing Association*, Dallas, TX.

Banasiewicz, A. (1994). The Intellectual Structure of ABSEL: A Bibliometric Study of Author Co-Citations. *ABSEL*, San Diego, CA.

Banasiewicz, A. (1993). Understanding the Frame of Reference of Retail Salespeople in Training and Evaluation. *Symposium on Patronage Behavior and Retail Strategic Planning*, Lake Placid, NY.

Banasiewicz, A. (1993). Focusing on Adaptive Selling Abilities: A Note of Higher Order Factors. *Southern Marketing Association*, Atlanta, GA.

## Non-Peer Reviewed Industry Conference Presentations

Banasiewicz, A. (2019). Shareholder Litigation Exposure Estimation. 2019 *Conference of the Society of Risk Mgmt. Consultants*, Chicago, IL.

Banasiewicz, A. (2018). Current State of Cyber Risk Assessment. 2018 *Conference of the Society of Risk Mgmt. Consultants*, Denver, CO.

Banasiewicz, A. (2017). Current State of Executive Risk. 2017 *Conference of the Society of Risk Mgmt. Consultants*, Baltimore, MD.

Banasiewicz, A. (2016). Toward Organizational Resilience: Total Exposure Management. *Global Risk Forum*, Davos, Switzerland.

Banasiewicz, A. (2016). Statistical Risk Management. *Fall Conference of the Society of Risk Management Consultants*, Montreal, Canada.

Banasiewicz, A. (2016). D&O Risk Estimation. *Spring Conference of the Society of Risk Management Consultants*, Los Angeles, CA.

Banasiewicz, A. (2008). A New Approach to Casualty Claims Management. *Risk & Insurance Management Society*, San Diego, CA.

Banasiewicz, A. (2008). Multivariate Modeling Applications for Casualty Claims Management. *Risk and Insurance Management Society*, Denver, CO.

Banasiewicz, A. (2008). Predictive Analytics for Enterprise Risk Management. *Risk & Insurance Management Society*, Dallas, TX.

Banasiewicz, A. (2007). Predicting Securities Class Action Litigation. *Risk and Insurance Management Society*, Atlanta, GA.

Banasiewicz, A. (2006). Company-Specific Exposure to Securities Class Action. *Risk and Insurance Management Society*, Boston, MA.

Banasiewicz, A. (2005). On the Use of Multivariate Statistics in Estimating Executive Risk. *Risk and Insurance Management Society*, New York, NY.

## Additional Details

### Education

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| Doctor of Philosophy (PhD) | Business Administration | Louisiana State University |
| Master of Business Administration (MBA) | Finance and Economics | Louisiana Tech University |
| Bachelor of Science (BS) | General Business Studies | Northwestern State University |

### Awards & Recognition

Keynote speaker at multiple international conferences
Book Authority's Best New Decision-Making Books to Read in 2019
Research Fellow, Hult International Business School
Best Paper Award, Australian Academy of Business Leadership Research Conference, Melbourne, Australia
Best Paper Award, International Conference on Information & Sciences, Kyoto, Japan
Best Paper Award, International Business Research Conference, Sydney, Australia
Most Innovative Paper Award, Association for Business Simulation & Experiential Learning, San Diego, CA
Research Fellow, Southern Marketing Association, Atlanta, GA

### Professional Engagement

Fellow of the Claims & Litigation Management Institute
Fellow of the Center for Evidence-Based Management
Fellow of the Australian Academy of Business Leadership
Member of the review board of the Electronic Journal of Knowledge Management
Multiple LinkedIn and trade press publications