

BRAD WEINER, PHD

I am an energetic, lifelong-learner who is passionate about leveraging data to understand and solve complex business problems. Most recently I led the data science team at Capture Higher Ed, a Louisville-based data and software company that helps colleges and universities optimize their recruitment and advancement resources.

SELECTED POSITIONS

2021

Interim Assistant Vice Chancellor for Data Science and Chief Data Officer

The University of Colorado Boulder

📍 Boulder, CO

2021
|
2020

Director of Data Science, Office of Data Analytics

The University of Colorado Boulder

📍 Boulder, CO

- Lead a networked Data Science team with dotted-lines into student success, financial aid, strategic relations and communications, and undergraduate admissions
- Acted as a boundary spanner and convener of multiple campus units by leveraging analysis and storytelling
- Developed and implemented a fair, scalable process to award institutional scholarships without the use of standardized tests during COVID-19 pandemic
- Created business case and lead development and implementation predictive model intended to allocate resources toward admitted student yield efforts
- Initiated and contributed to an R package intended to improve reproducibility, scalability and standardization of institutional branding in data visualizations and presentations
- Successfully advocated for a systematic way to measure effectiveness of melt-reduction awards for Fall 2021 class

2020
|
2015

Data Scientist → Director → Senior Director of Data Science

Capture Higher Ed

📍 Louisville, KY

- Lead a centralized data science team charged with R&D, data products, analytics, data engineering, data quality, and thought leadership. This group:
- Generated ~10% of company revenue with a suite of data products including a student survey platform, a ML ensemble for enrollment outcomes that is 95% accurate, an analytic campaign reporting platform, and descriptive utilities for our marketing automation platform
- Built and maintained a partitioned data warehouse using S3 and Athena. This multi-year project pushed the company toward an analytic-friendly data storage tool and dramatically advanced our descriptive and predictive capabilities
- Provided thought leadership internally and externally. Examples include experimental design seminars to aid continuous improvement, sessions and training on algorithmic bias, webinars and conference presentations on data science, public code repositories for SAT/ACT concordance transformations, national conference Twitter analytics, and a podcast for higher education professionals that was downloaded >19K times prior to relaunch

2015
|
2012

Analyst, Office of the Vice Provost for Undergraduate Education

The University of Minnesota - Twin Cities

📍 Minneapolis, MN

- Researched institutional policies and proposed interventions impacting more than 30,000 undergraduates and annual institutional aid distributions of >\$80 million
- Employed statistical models to explore and understand interactions between enrollment, retention, tuition revenue, student aid, and student borrowing
- Produced ad-hoc analyses, visualizations, and presentations for campus partners including The Minnesota State Office of Higher Education, University Relations, Legislative Affairs, University Finance, the Office of the Provost, the Office of the President, and the Board of Regents

2012
|
2009

Graduate Research Assistant, Office of Undergraduate Admissions

The University of Minnesota - Twin Cities

📍 Minneapolis, MN

- Researched and modeled patterns in prospective student choice behavior for >25,000 applicants and >5,000 FTFT students annually
- Tripled explanatory power and increased predictive model accuracy by 25%, enabling more efficient resource allocation

CONTACT

✉ bradweiner@gmail.com

🐦 [@brad_weiner](https://twitter.com/brad_weiner)

🔗 github.com/bradweiner

🌐 bradweiner.info

📞 (612) 208-8852

📄 [bradweinerprofile](#)

📍 Erie, CO

LANGUAGE SKILLS

R

Python (pd, np, sklearn)

SQL

AWS

Tableau

DOMAIN

KNOWLEDGE

Data Science Leadership and Training
Higher Education Administration and Finance
Enrollment Management
Financial Aid
Retention and Student Success
Advancement
Product Management

2009
|
2006

Assistant Director, Undergraduate Admissions

Vanderbilt University

📍 Nashville, TN

- Responsible for recruitment, communications, and application-reading for domestic and international territories
- Hosted weekly “Data Summits” to build data-driven culture among new and veteran staff
- Processed, evaluated, and disseminated data to enhance strategic decisions regarding travel, selection criteria, scholarship evaluation, applicant pool diversity, secondary school quality, admissions yield, and website traffic

2004
|
2002

Admissions Counselor, Office of Admissions and Scholarships

The University of Kansas

📍 Lawrence, KS

SELECTED PUBLICATIONS & PRESENTATIONS

2019

The Modal Institution of Higher Education

bradweiner.info

- Code tutorial in R demonstrating how to find the “modal” college or university. Modeled after “Modal American” episode of Planet Money.

2019
|
2016

The Weightlist Podcast

Capture Higher Ed

- Co-hosted Weightlist Podcast which served as a venue for discussing data science and higher education. More than 19K downloads over three-year run
- Rebranded and launched as “The Buzz”. Earlier episodes available at link

2017

Patterns of Gendered Performance Differences in Large Introductory Courses at Five Research Universities

AERA Open

- Authored with Rebecca L. Matz, Benjamin P. Koester, Stefano Fiorini, Galina Grom, Linda Shepard, Charles G. Stangor, & Timothy A. McKay
- Ran parallel analysis with data scientists and researchers from 5 large research universities
- Data set included >1 million course enrollments across 13 academic disciplines

2014

Financial Decisions Among Undergraduate Students from Low-Income and Working-Class Social Backgrounds

Journal of Student Financial Aid

- Authored with Krista Soria and E.C. Lu

2013

A “Virtual Fieldtrip”: Service learning in Distance education Technical Writing Courses. Journal of Technical Writing and Communication

Journal of Technical Writing and Communication

- Authored with Krista Soria

2013

Living in the Margins: Examining the Experiences of Atheist Undergraduates on Campus

ACPA Developments

- Co-Authored with Krista Soria and Christine Lepkowski

2010

The 2010 NCAA Division I Conference Realignment: Analyzing the Maximizing-Satisficing Paradox Using Institutional Data

University of Houston Law Center Monograph

- Published as post-conference monograph.



EDUCATION

2014
|
2009

Ph.D., Educational Policy and Administration

The University of Minnesota - Twin Cities

📍 Minneapolis, MN

- Dissertation Title: Internationalizing the Advancement Agenda: A Multi-Case Study of Advancement Practices at Universities with Very High Research Activity
- Used my time in PhD program to learn statistical methods, data science, and the R statistical language

2006
|
2004

M.Ed., Higher Education Administration

Vanderbilt University

📍 Nashville, TN

- Graduate Assistant for Office of New Student Programs and Student Activities

2002
|
1998

B.A., English

The University of Kansas

📍 Lawrence, KS