DONALD K. WEDDING, PHD

CLEVELAND, OH HOME: 440-236-4221 CELL: 234-380-7223 DWEDDING@ACM.ORG

SUMMARY

- Twenty five years of experience in Data Science, Machine Learning, and Forecasting applied to marketing, financial services, health care, retail and other industries.
- Ten years of experience as college instructor teaching and developing classes for Data Science, Industrial Engineering, and Marketing programs at both the graduate and undergraduate levels.
- Pragmatic approach to analytics focusing on usability and understanding of models.
- Education
 - o PhD Engineering Machine Learning and Artificial Intelligence
 - o MS Engineering Software Development and Statistics
 - o MS Management Marketing and Finance
 - o MS Data Mining
 - o BS Electrical Engineering

 Usage Based Analysis SAS Enterprise Miner SAS Forecast Server Clustering / Segmentation Artificial Intelligence Chefault / Loss / Prepay R Programming Amazon Web Services (AWS) Health Care Claims Payment Models SAS Enterprise Miner Clustering / Segmentation Artificial Intelligence Other Analytics Time Series Analysis Natural Language Processing Variable Selection / Reduction 	MODELING APPLICATIONS	ANALYTIC TOOLS	Analytic Techniques
 Retention / Churn Lifetime Value Scikit Customer Segmentation Customer Response Store Location Analysis PySpark SAS Rating / Underwriting Territory Risk Analysis Usage Based Analysis SAS Forecast Server Banking Credit Risk Scoring Default / Loss / Prepay Additional Tools Realth Care Claims Payment Models Python Programming Crensor Flow Logistic Regression Multivariate Regression Multivariate Regression Multivariate Regression Logistic Regression Logistic Regression Machine Learning Decision Trees Gradient Boosting Random Forests Deep Learning Neural Network Support Vector Machines (SVM) Clustering / Segmentation Artificial Intelligence Time Series Analysis Time Series Analysis Natural Language Processing Variable Selection / Reduction 	Customer Analytics (CRM)	Python	Statistical Analysis
 Customer Segmentation Customer Response Store Location Analysis PySpark Insurance Rating / Underwriting Territory Risk Analysis Usage Based Analysis SAS Forecast Server Default / Loss / Prepay Credit Risk Scoring Default / Care Claims Payment Models Logistic Regression Machine Learning Decision Trees Gradient Boosting Random Forests Deep Learning Neural Network Support Vector Machines (SVM) Clustering / Segmentation Artificial Intelligence Time Series Analysis Natural Language Processing Variable Selection / Reduction 	•	· ·	· · · · · · · · · · · · · · · · · · ·
 Customer Response Store Location Analysis PySpark Decision Trees Gradient Boosting Rating / Underwriting Territory Risk Analysis Usage Based Analysis SAS Enterprise Miner SAS Forecast Server Credit Risk Scoring Default / Loss / Prepay Additional Tools Amazon Web Services (AWS) Time Series Analysis Time Series Analysis Natural Language Processing Variable Selection / Reduction 	• Lifetime Value	• Scikit	Multivariate Regression
 Store Location Analysis PySpark Decision Trees Gradient Boosting Rating / Underwriting Territory Risk Analysis Usage Based Analysis SAS Macro Language Usage Based Analysis SAS Enterprise Miner SAS Forecast Server Credit Risk Scoring Default / Loss / Prepay Additional Tools Amazon Web Services (AWS) Time Series Analysis Natural Language Processing Variable Selection / Reduction 	 Customer Segmentation 	• Tensor Flow	• Logistic Regression
Insurance SAS Oradient Boosting Rating / Underwriting Territory Risk Analysis Usage Based Analysis SAS Macro Language SAS Enterprise Miner SAS Forecast Server SAS Enterprise Miner SAS Forecast Server Clustering / Segmentation Artificial Intelligence Additional Tools Realth Care Microsoft Azure Decision Trees Gradient Boosting Random Forests Deep Learning Neural Networks Support Vector Machines (SVM) Clustering / Segmentation Artificial Intelligence Time Series Analysis Natural Language Processing Variable Selection / Reduction	• Customer Response	• NLTK	
Insurance Rating / Underwriting Territory Risk Analysis Usage Based Analysis SAS Programming SAS Macro Language SAS Macro Language SAS Enterprise Miner SAS Enterprise Miner SAS Forecast Server Clustering / Segmentation Artificial Intelligence Additional Tools Reprogramming Amazon Web Services (AWS) Health Care Claims Payment Models SAS Programming Analytics Time Series Analysis Natural Language Processing Variable Selection / Reduction	 Store Location Analysis 	 PySpark 	Machine Learning
 Rating / Underwriting Territory Risk Analysis Usage Based Analysis SAS Enterprise Miner SAS Forecast Server Credit Risk Scoring Default / Loss / Prepay Additional Tools Amazon Web Services (AWS) Health Care Claims Payment Models Random Forests Deep Learning Neural Network Support Vector Machines (SVM) Clustering / Segmentation Artificial Intelligence Other Analytics Time Series Analysis Natural Language Processing Variable Selection / Reduction 			 Decision Trees
 Territory Risk Analysis Usage Based Analysis SAS Enterprise Miner SAS Forecast Server Clustering / Segmentation Artificial Intelligence Credit Risk Scoring Default / Loss / Prepay Amazon Web Services (AWS) Health Care Claims Payment Models Deep Learning Neural Networks Support Vector Machines (SVM) Artificial Intelligence Artificial Intelligence Time Series Analysis Natural Language Processing Variable Selection / Reduction 	Insurance	SAS	 Gradient Boosting
 Usage Based Analysis SAS Enterprise Miner SAS Forecast Server Clustering / Segmentation Artificial Intelligence Credit Risk Scoring Default / Loss / Prepay R Programming Amazon Web Services (AWS) Health Care Claims Payment Models SAS Enterprise Miner Support Vector Machines (SVM) Artificial Intelligence Time Series Analytics Natural Language Processing Variable Selection / Reduction 	 Rating / Underwriting 	 SAS Programming 	 Random Forests
 SAS Forecast Server Clustering / Segmentation Artificial Intelligence Credit Risk Scoring Default / Loss / Prepay Additional Tools R Programming Amazon Web Services (AWS) Time Series Analysis Matural Language Processing Claims Payment Models SQL Variable Selection / Reduction 	 Territory Risk Analysis 	 SAS Macro Language 	 Deep Learning Neural Networks
Banking Credit Risk Scoring Default / Loss / Prepay Health Care Claims Payment Models Additional Tools Additional Tools R Programming Amazon Web Services (AWS) Microsoft Azure SQL Artificial Intelligence Other Analytics Time Series Analysis Natural Language Processing Variable Selection / Reduction	 Usage Based Analysis 	 SAS Enterprise Miner 	 Support Vector Machines (SVM)
 Credit Risk Scoring Default / Loss / Prepay R Programming Amazon Web Services (AWS) Health Care Claims Payment Models Additional Tools R Programming Amazon Web Services (AWS) Time Series Analysis Natural Language Processing Variable Selection / Reduction 		 SAS Forecast Server 	 Clustering / Segmentation
 Default / Loss / Prepay R Programming Amazon Web Services (AWS) Health Care Claims Payment Models R Programming Amazon Web Services (AWS) Time Series Analysis Natural Language Processing Variable Selection / Reduction 	Banking		 Artificial Intelligence
 Amazon Web Services (AWS) Health Care Microsoft Azure Claims Payment Models Amazon Web Services (AWS) Matural Language Processing Variable Selection / Reduction 	 Credit Risk Scoring 	Additional Tools	
Health Care• Microsoft Azure• Natural Language Processing• Claims Payment Models• SQL• Variable Selection / Reduction	 Default / Loss / Prepay 	 R Programming 	Other Analytics
• Claims Payment Models • SQL • Variable Selection / Reduction		 Amazon Web Services (AWS) 	 Time Series Analysis
\sim	Health Care	 Microsoft Azure 	 Natural Language Processing
	 Claims Payment Models 	• SQL	 Variable Selection / Reduction
 Statistical Analysis Tableau Fractal / Chaos Analysis 	• Statistical Analysis	• Tableau	 Fractal / Chaos Analysis
Data Robot		 Data Robot 	

EXPERIENCE

2018-Present

DATA SCIENCE CONSULTING DKW ANALYTICS Cleveland, Ohio

Independent Data Science consultant available for projects, consulting, and subcontracting. Available for both 1099 and W2. Practice utilizes Python, SAS, and R programming. Use cases include:

- Credit and Insurance Risk
- Customer Retention / Lifetime Value Analysis
- Statistical Analysis of Medical Data
- Time Series Forecasting
- Natural Language Processing
- Clustering / Segmentation
- Ad Hoc Analysis
- Converting SAS Code to Python

2013-Present

INSTRUCTOR OF DATA SCIENCE Northwestern University Chicago, Illinois

- Taught for numerous Data Science courses at Graduate/Undergrad Level
- Developed Data Science courses in statistics and machine learning
- Content advisor for various universities initiating Data Science programs

2016-2018

DIRECTOR OF DATA SCIENCE Sprint Corporation; Overland Park, Kansas

- Developed Corporate Analytic Center of Excellence
- Recruited, hired, trained, and managed team of Data Scientists
- Presented results to corporate "C-Level" officers
- Personally Developed or Managed the Development of Models for:
 - o Artificial Intelligence / Machine Learning
 - o Customer Segmentation
 - o Customer Churn and Lifetime Value Models
 - o Customer Upsell / Cross Sell Models
 - Customer Behavioral Triggers
 - o Retail Store Placement
 - Text Analytics

2007-2016

DATA SCIENCE ENGINEER SAS Institute; Cary, North Carolina

Developed predictive models for Banks, Insurance Companies, Retail, and Telecom. Models developed included:

- Credit Risk Models
- Insurance Risk Models
- Customer Segmentation
- Customer Churn and Lifetime Value Models
- Customer Behavioral Triggers
- Text Analytics on email data, customer chats, call center notes
- Retail Store Placement
- Fraud Models

2010-2011

MANAGEMENT SCIENTIST OF ANALYTICS Accenture Consulting; Chicago, Illinois

- Managed Team of Data Scientists
- Development of Predictive Models for Banking and Insurance Clients:
 - Customer Acquisition and Segmentation models
- Time Series Analysis for Loan Defaults

2005-2007

PRODUCT MANAGER, ANALYTICS RESEARCH AND DEVELOPMENT Progressive Insurance; Mayfield, Ohio

- Managed Team of Data Scientists
- Personally Developed or Managed the Development of Models for:
 - Insurance Risk
 - Customer Churn and Lifetime Value Models
 - o Territory Risk Models
 - o Text Analytics of Customer Email
 - Telematics Data Analytics

1999-2005

VICE PRESIDENT OF ANALYTICS SENIOR MODELER / MANAGER Key Bank Corporation; Cleveland, Ohio

- Recruited, hired, trained, and managed team of Data Scientists
- Presented results to corporate "C-Level" officers
- Personally Developed or Managed the Development of Models for:
 - o Credit Risk
 - o Customer Segmentation
 - o Customer Churn and Lifetime Value Models
 - o Customer Behavioral Triggers
 - o Financial Manager Attrition

1998-1999

ARTIFICIAL INTELLIGENCE SPECIALIST Pegasus Technologies; Mentor, Ohio

- Electric Power Plant Simulation Models
- Customer Training Classes on Statistics and Neural Networks

1988-1998

SOFTWARE ENGINEERING

Worked on numerous object oriented software engineering projects as both lead software engineer and team member. Languages include: Java, C++/C, and Ada.

- Noteworthy Medical Systems; Cleveland, Ohio
- Photonics Systems; Toledo, Ohio
- Loral Defense Systems; Akron, Ohio
- Naval Aviation Depot; San Diego, California

EDUCATION

ENGINEERING EDUCATION

Ph.D. Engineering Science

University of Toledo

M.S. Engineering Science; University of Toledo B.S. Electrical Engineering; University of Toledo

- Data Science / Machine Learning / Artificial Intelligence
- Statistical Analysis
- Computer Engineering

DATA SCIENCE EDUCATION M.S. DATA MINING

Central Connecticut State University

BUSINESS EDUCATION M.S. MANAGEMENT University of Akron