DONALD K. WEDDING, PHD

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SUMMARY

- Twenty five years of experience in Data Science and Statistical Analysis.
- Fifteen years as associate professor at Northwestern University in Data Science program.
- Industry experience includes banking, insurance, health care, retail, and telecom.
- Experience as both "hands on" Data Scientist and Manager of team of analysts.
- 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 Science
  - o BS Electrical Engineering

MODELING APPLICATIONS

Marketing
- Retention / Churn
- Lifetime Value
- Segmentation
- Customer Response
- Store Location Analysis

Insurance
- Rating / Underwriting
- Territory Risk Analysis
- Usage Based Analysis

Banking
- Credit Risk Scoring
- Default / Loss / Prepay
- CCAR / CECL / Stress Testing

Health Care
- Claims Payment Models
- Medical Studies
- Electronic Medical Records
- Insurance Reimbursement
- HIPAA Privacy/Security

ANALYTIC TOOLS

Python
- SciKit
- Tensor Flow
- PyTorch
- NLTK
- Open AI
- PySpark

SAS
- SAS Macro Programming
- SAS Enterprise Guide
- SAS Enterprise Miner
- SAS Forecast Server

Additional Tools
- R Programming
- Amazon Web Services (AWS)
- Microsoft Azure
- SQL
- Tableau
- DataRobot
- Hugging Face
- Ollama

ANALYTIC TECHNIQUES

Statistical Analysis
- Advanced Statistical Analysis
- Linear / Logistic Regression
- Generalized Linear Models

Machine Learning
- Decision Trees
- Gradient Boosting
- Random Forests
- Deep Learning Neural Networks
- Support Vector Machines (SVM)
- Clustering / Segmentation
- Artificial Intelligence

Other Analytics
- Large Language Models (LLM)
- Open AI
- Natural Language Processing
- Time Series Analysis
- Fractal / Chaos Analysis

EXPERIENCE

2018-Present	**DATA SCIENCE CONSULTANT** **DKW ANALYTICS** **Cleveland, Ohio**

Independent Data Science consultant available for projects, consulting, and subcontracting. Available for both 1099 and W2.

- Health Care Analytics
- Insurance Payment Models
- Statistical Analysis of Medical Data
- Time Series Forecasting
- Natural Language Processing
- Clustering / Segmentation
- Ad Hoc Statistical Analysis
- Converting SAS Code to Python

2013-Present	**INSTRUCTOR OF DATA SCIENCE** **Northwestern University** **Chicago, Illinois**

- Taught numerous Data Science courses at Graduate/Undergrad Level
- Developed Data Science courses in statistics and machine learning

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:
    - Artificial Intelligence / Machine Learning
    - Customer Segmentation
    - Customer Churn and Lifetime Value Models
    - Customer Upsell / Cross Sell Models
    - Customer Behavioral Triggers
    - 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
- Health Insurance Payment 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

2005-2007	MANAGER OF ANALYTICS R&D
	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
  - Territory Risk Models
  - Text Analytics of Customer Email
  - Telematics Data Analytics

1999-2005	VICE PRESIDENT OF ANALYTICS
	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:
  - Credit Risk
  - Customer Segmentation
  - Customer Churn and Lifetime Value Models
  - Customer Behavioral Triggers
  - Financial Manager Attrition

1998-1999 ARTIFICIAL INTELLIGENCE ENGINEER
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
  - Applied to Heart Disease Diagnosis
  - Applied to Breast Cancer Diagnosis
- Statistical Analysis
- Computer/Software Engineering

BUSINESS EDUCATION

M.S. MANAGEMENT
University of Akron

DATA SCIENCE EDUCATION

M.S. DATA SCIENCE
Central Connecticut State University