Andrew Banasiewicz, PhD

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Professional Profile

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

- Curriculum and course development, teaching, and academic administration
- Applied data analytic experience in areas of risk management, insurance, and marketing
- 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

Academic & Industry Experience

- 10+ years of in-person and online teaching experience, primarily at the graduate level
- 15+ years of corporate experience, the majority at the director/vp/svp levels
- 10+ years of interdependent consulting experience (concurrent with teaching)

Curriculum Development

- Designed modular, competency-based, graduate business and data science curricula
- Designed and delivered individual data analytics and risk management courses
- Developed custom teaching materials, case studies, and hands-on practicums
- Designed experiential learning assessment approaches and tools

Research & Publishing

- Seven (7) single-authored books published between 2009 and 2023; 8th book due out in 2024
- Three (3) invited book chapters; two additional book chapters under consideration
- More than forty (40) refereed journal articles and conference papers; numerous 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

Technical Competencies: 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

Technical Competencies: Data Analytics

- 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

Professional Experience Details

Academic ──

Koch Chair and Founding Dean, School of Business & Technology   2023 - current
- Building and shaping of a new academic unit of Cambridge College

Professor of Business Analytics, Cambridge College, Boston, MA   2018 - current
- Design and delivery of business analytics courses

Founding Director of Online Data Science & Analytics Programs and Professor of Practice   2016 - 2023
Merrimack College, North Andover, MA
- Design and oversight of online MS in Data Science and MS in Business Analytics
- Delivery of capstone business analytics and data science courses

Director of Online Risk Management Programs and Associate Professor of Practice
Boston University, Boston, MA   2011 - 2016
- Design and oversight of online risk management programs
- Delivery of risk management and statistics courses

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 Extension School, Cambridge, MA   2013

Assistant Professor of Marketing & Management, University of Wyoming, Laramie, WY   1997 - 1999
- Tenure-track faculty with a split appointment in Marketing and Information Systems
- Courses taught: Marketing Research, Business Analytics, Decision Support Systems

Industry ──

Founder & Principal, Erudite Analytics, Bristol, RI   2013 - current
Specialty risk research and analytics consultancy focused on estimation of executive risk:
- Tracking of filings and settlements of securities class actions
- Estimation of company-specific likelihood and cost of potential shareholder litigation

Director of Data Science, Liberty Mutual Insurance, Boston, MA   2012 - 2016
Led the development predictive mods text mining algorithms; sample outcomes include:
- Legal invoice and predictive benchmarking processing algorithms
- Claim-level maximum probable loss estimating predictive models

Senior Vice President of Analytics, Beecher Carlson Risk Management, New York, NY   2005 - 2012
Established and grew predictive analytics 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
Led promotional impact measurement and analysis teams; sample projects include:
- 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
Led 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:
- Modeling the impact of couponing and other purchase incentives on sales volume
- Simulation of differential impact of competing direct marketing initiatives

Research & Publishing Details

Books

Banasiewicz, A. (forthcoming, 2024). *Probabilistic Benchmarking & Baselining,* De Gruyter: Berlin.
Banasiewicz, A. (2023). *Data Analytic Literacy,* De Gruyter: Berlin, Germany.
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*, Lightning Source: La Vergne, TN.
Banasiewicz, A. (2015). *Cracking the Code of Executive Risk,* Lightning Source, La Vergne, TN.
Banasiewicz, A. (2013). *Marketing Database Analytics: Transforming Data for Competitive Advantage,* Routledge: New York, NY.
Banasiewicz, A. (2009). *Risk Profiling of Organizations,* Lightning Source, La Vergne, TN.

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. (2022). Making Sense of Data: Toward a General Taxonomy. *Issues in Information Systems*, 23(4), 135-141.
Banasiewicz, A. (2022). Ebbs and Flows of Securities Fraud Litigation: Empirical Examination of Post-PSLRA Frequency & Severity Trends. *International Journal of Applied Business,* 6(1), 90-106.
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.
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.

Academic Conference Papers & Presentations

Banasiewicz, A. (2023), Probabilistic Benchmarking as a Tool of Risk Exposure Assessment, *Society for Risk Analysis 2023 Annual Meeting,* Washington, DC.

Banasiewicz, A. (2023), Data Analytics for Effective Decision-Making. *Charles J. Hedlund Professorship Lecture at The American University in Cairo*, Egypt.

Banasiewicz, A. (2023). Baselining and Benchmarking as Means of Assessing Variability and Efficacy of Outcomes. *12th International Conference on Knowledge & Education Technology*, Cairo, Egypt.

Banasiewicz, A. (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. (2022). Making Sense of Data: Toward a General Taxonomy. *International Association for Computer Information Systems* annual conference, Las Vegas, NV.

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 & Creativity. *International Management Conference,* Kathmandu, Nepal (keynote).

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).

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).

Banasiewicz, A. (2020). A New Typology of Organizational Learning. *EAI International Conference on Data and Information in Online Environments*, Florianopolis, 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. *International Management Conference,* Kathmandu, Nepal (keynote).

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).

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

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).

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).

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 on Higher Order Factors. *Southern Marketing Association*, Atlanta, GA.

Practitioner Conference Presentations

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

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

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

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.

Working Papers and Ongoing Research

Probabilistic Benchmarking. Book focused on re-framing of the widely used but poorly conceptually and methodologically developed idea of benchmarking; the general theme of this research is to describe how benchmarking can leverage the informational value of big data.

Data-Enabled Creativity. Further development of an earlier suggested (in *Organizational Learning in the Age of Data* book and conference papers) idea of using organizational data-powered simulations as a creative problem-solving platform.

Securities Class Action Litigation Tracking. An ongoing project to track securities litigation filings and settlements as the foundation of estimating company-specific exposure to executive risk.

Education

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

Awards & Recognition

Book Authority's Best New Decision-Making Books to Read in 2019
Research Fellow, Hult International Business School
Keynote speaker at multiple international conferences
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 Australian Academy of Business Leadership
Reviewer and organizing committee member of multiple academic conferences
Multiple LinkedIn and trade press publications
Ongoing professional engagement in risk modeling and estimation

Personal Highlights

Outdoors enthusiast with passion for hiking and camping
Certified scuba diver with a wide range of diving experiences
Finisher of multiple marathons and Ironman triathlons