

Women Who Wrote the [Analytics] Book

285 female book authors in data analysis

2nd Edition

from Meta's Binder Fulla Women in Analytics

Meta S. Brown

Women Who Wrote the [Analytics] Book

No matter the analytics topic, there's a woman who wrote the book on it, for real. Here you will find 285 women, each one an expert who has written a book, or perhaps several books, about some aspect of data analytics.

The topics are as diverse as the field of analytics itself. They range from fundamentals, as in Gail Burrill's *Navigating Through Data Analysis in Grades 9-12*, to practical, such as Naomi Robbins' *Creating More Effective Graphs*, to sophisticated, for example Elizabeth S. Garrett-Mayer's *The Analysis of Gene Expression Data: Methods and Software*.

This booklet is a resource for people who may be:

- Organizing a conference
- Networking to meet a data analyst, statistician, data miner, operations researcher, data scientist or whatever you call your particular flavor of analytics professional
- Seeking an analytics expert to quote, or
- Otherwise in search of an authority on data analysis.

It's also for people looking for good books on data analysis!

Women represent nearly half of all analytics professionals. Look at the numbers:

- Bureau of Labor Statistics data for 2016 shows that the [majority of statisticians are women](#). This is nothing new – in 2001, the Department of Labor report reported [the same thing](#).
- [Women have earned more than 40% of math and statistics bachelor's degrees](#) throughout the past 4 decades.
- Nearly one third of members in the Society of Actuaries, professionals in the most heavily controlled and perhaps best compensated of the analytics professions, [are women](#).

Despite these facts, a myth is circulating in some venues, that women in analytics are a rarity.

Misinformation can become self-fulfilling prophecy. People who are misinformed may fail to look for female analysts because they don't expect to find any. Some high-profile analytics events schedule few women speakers. Some high-profile employers, driven by a male-dominated programming culture, hire few women analysts.

Don't miss out on half the talent in the analytics field! When you're looking for data analytics talent, look for women.

Discover more female analytics experts in [Meta's Binder Fulla Women in Analytics](#). Need more information? Have a suggestion? Find an error? Let me know! You can find contact information on my website, <http://www.metabrown.com>.

Women Who Wrote the [Analytics] Book

1. [Tricia Aanderud](#) Coauthor, *The 50 Keys to Learning SAS Stored Processes and Building Business Intelligence Using SAS and Building Business Intelligence Using SAS®: Content Development Examples*. Help clients better understand and communicate information from data. Director, Data Visualization/Data Science Practice, Zencos Consulting.
2. [Martha Abell](#) Author, *First Steps in Data Mining with SAS Enterprise Miner*. Published peer-reviewed mathematics research in SIAM Review, Applied Mathematics and Computations, Mathematics and Computers in Simulation, Journal of Mathematical Analysis and Applications, and other journals. Received Georgia Southern University Award for Excellence in Research. Dean, College of Science and Mathematics, Georgia Southern University.
3. [Amy Affelt](#) Author, *The Accidental Data Scientist: Big Data Applications and Opportunities for Librarians and Information Professionals....* Published numerous articles on databases and information and library science. Special Libraries Association, Presidential citation and other awards. Director of Database Research, Compass Lexecon.
4. [Andrea Ahlemeyer-Stubbe](#) Coauthor, *A Practical Guide to Data Mining for Business and Industry*. Designs database and analytics strategy. Director Strategic Analytics, HackerAgency.
5. [Carol Alexander](#) Author, *Market Models: A Guide to Financial Data Analysis*, and *Market Risk Analysis, Volumes I-IV*. Editor of 12 books and author of numerous research papers and book chapters. Former Chair of the Board, Professional Risk Managers' International Association. Professor of Finance, University of Sussex and Managing Editor, Journal of Banking and Finance
6. [Carol S. Aneshense](#) Coauthor, *Theory-Based Data Analysis for the Social Sciences*. Works with large survey samples and complex multivariate statistical analysis of longitudinal data to uncover how a society's organization influences the mental health of its members. Research Professor / Professor Emerita, Department of Community Health Sciences, UCLA Fielding School of Public Health.
7. [Annalisa Appice](#) Coauthor, *Data Mining Techniques in Sensor Networks: Summarization, Interpolation and Surveillance*. Performs analysis and synthesis of algorithms for inductive inference. Assistant Professor, Dipartimento di Informatica, Università degli Studi di Bari.
8. [Ann Aschengrau](#) Coauthor, *Essentials of Epidemiology in Public Health, Third Edition*. Leads investigations on the relationship between drinking water contaminants and abnormal pregnancy outcomes, neurological disorders, and cancer, and on the impact of lead hazard reduction measures among inner-city children. Wrote the text that's used by more than 100 graduate programs. Professor, Epidemiology, Boston University School of Public Health.
9. [Ana Azevedo](#) Coauthor, *Integration of Data Mining in Business Intelligence Systems*. Leads research in decision support systems, data mining, and business intelligence. Associate Editor, International Journal of Technology and Human Interaction Associate. Professor, Information Systems Department, ISCAP/Polytechnic Institute of Porto.
10. [Razia Azen](#) Coauthor, *Categorical Data Analysis for the Behavioral and Social Sciences*. Conducts research focused on evaluating the relative importance of the predictor variables used to predict outcomes. Review publications for journals including Psychological Methods, Journal of Educational and Behavioral Statistics, and the British Journal of Mathematical and Statistical Psychology. Director, Consulting Office for Research and Evaluation and Associate Professor, Educational Statistics and Measurement, University of Wisconsin, Milwaukee.

11. [Christine Anderson-Cook](#) Coauthor, *Response Surface Methodology: Process and Product Optimization Using Designed Experiments, Third Edition*. Leads projects in munitions stockpile reliability assessment, complex system health assessment, statistics in physical and engineering sciences, and design of experiment construction and assessment. Fellow of the American Statistical Association. Fellow of the American Society for Quality. Research Scientist, Los Alamos National Laboratory.
12. [Natalia Andrienko](#) Coauthor, *Visual Analytics of Movement and Exploratory Analysis of Spatial and Temporal Data*. Leads research in topics including interactive knowledge discovery and data mining, and spatial decision support, geovisualization and visualization of spatial and temporal data. Lead Scientist, Fraunhofer Institute for Intelligent Analysis and Information Systems.
13. [Lisa Arthur](#) Author, *Big Data Marketing: Engage Your Customers More Effectively and Drive Value*. DMNews “Marketing Hall of Femme”, American Business Association's Gold “Stevie Award” for Marketing Executive of the Year, and Sales and Lead Management Association “Woman to Watch”. Trustee, Marketing Sciences Institute. Chief Marketing Officer, Relativity.
14. [Kim Baer](#) Author, *Information Design Workbook: Graphic approaches, solutions, and inspiration + 30 case studies*. Designs materials for clients from nonprofit organizations, including the Prostate Cancer Foundation, UCLA, and Chamber Music Los Angeles, to consumer-oriented companies, including Nike, Nissan, and Hilton Hotels. Owner, KBDA.
15. [Pam Baker](#) Coauthor, *Data Divination: Big Data Strategies*. Author of hundreds of articles on technology, finance and business, and many books and research studies. Business Strategy Consultant. Freelance Journalist.
16. [Maryann Barakso](#) Coauthor, *Understanding Political Science Research Methods: The Challenge of Inference*. Employs qualitative and quantitative methods for research in U.S. and transnational interest group/NGO governance, interest groups and health care politics, U.S. social movements, civic engagement, American political development, and women in politics. Associate Professor of Political Science, University of Massachusetts, Amherst.
17. [Belinda Barton](#) Coauthor, *Medical Statistics: A Guide to SPSS, Data Analysis and Critical Appraisal, 2nd Edition* and *Statistics Workbook for Evidence-based Health Care*. Instigates seizures and other neurological issues in pediatric medicine. Department Head, Children's Hospital Education Research Institute, Children's Hospital at Westmead.
18. [Laurie Bassi](#), Coauthor, *HR Analytics Handbook* and *Good Company: Business Success in the Worthiness Era*. Founder of a behavioral economics consulting firm. CEO, McBassi & Company
19. [Patricia Bazeley](#) Author, *Qualitative Data Analysis: Practical Strategies* and Editor, *Qualitative Data Analysis with NVivo*. Director, Research Support.
20. [Cheryl Tatano Beck](#) Coauthor, *Nursing Research: Generating and Assessing Evidence for Nursing Practice, 9th Edition*, and many other books. Probes postpartum mood and anxiety disorders. Fellow, American Academy of Nursing. Distinguished Professor, University of Connecticut School of Nursing.
21. [Helen Beebe](#) Coauthor, *The Oxford Handbook of Causation*. Examines fundamental ideas behind science and analysis, including questions as basic as “whether or not the laws of nature 'govern' what happens”. President, British Society for the Philosophy of Science. Professor of Philosophy, University of Manchester.

22. [Bonnie Beresford](#) Coauthor, *Developing Human Capital: Using Analytics to Plan and Optimize Your Learning and Development Investments*. Guided clients through vanguard learning and development challenges, leading to three *CLO Magazine* - Business Impact awards and American Society for Training and Development Excellence in Practice Award. Director, Performance and Learning Analytics, Sandy Group, a Division of GP Strategies.
23. [Victoria Bernhardt](#) Author, *Data Analysis for Continuous School Improvement*. Developer of school portfolio concept. Executive Director of the Education for the Future Initiative, and Professor Emeritus, College of Communication and Education at California State University, Chico.
24. [Kathleen \(Coombes\) Betz](#) Coauthor, *The Certified Quality Process Analyst Handbook*. Second Edition. Directed quality programs in automotive and electrical manufacturing industries. Senior Consultant, Quality Assurance, RQMIS.
25. [Lynne Billard](#) Coauthor, *Symbolic Data Analysis: Conceptual Statistics and Data Mining*. Conducts research in symbolic data, epidemic theory, AIDS, time series and sequential analysis. University Professor, Department of Statistics, University of Georgia.
26. [Juanita Billings](#) Coauthor, *Monetizing Data Management: Finding the Value in your Organization's Most Important Asset*. ISO certified specialist in enterprise architecture analysis, design, and auditing. Data Consultant, Data Blueprint.
27. [Marta Blangiardo](#) Coauthor, *Spatial and Spatio-temporal Bayesian Models with R – INLA*. Explores methods for environmental exposure estimation and on space and space-time models for disease mapping and risk assessment. Senior Lecturer in Biostatistics, Department of Epidemiology and Biostatistics, Faculty of Medicine, School of Public Health, Imperial College London.
28. [Rebecca Bleibaum](#) Coauthor, *Sensory Evaluation Practices, Fourth Edition*. Oversees custom primary research. Food Science & Technology Leadership Board Member, UC Davis. President/Chief, Sensory Intelligence Dragonfly SCI.
29. [Susan Blumenfeld](#) Coauthor, *Clinical Data-Mining in Practice-Based Research: Social Work in Hospital Settings*. Served on the editorial board of the *Journal of Gerontological Social Work* and on the manuscript reviewer's board of the *Quality Review Bulletin*. Fellow of the Brookdale Center on Aging and Fellow of the New York Academy of Medicine. Associate Professor, Environmental Medicine and Public Health, Icahn School of Medicine at Mount Sinai.
30. [Jocelyn E. Bolin](#) Coauthor, *Multilevel Modeling Using R. Researches multi-level modeling and issues and best practices for statistical classification and cluster analysis in the social sciences*. Associate Professor of Educational Psychology, Ball State University.
31. [Katy Börner](#) Author, *Atlas of Knowledge* and Coauthor, *Visual Insights: A Practical Guide to Making Sense of Data*. Fellow, American Association for the Advancement of Science. Leader of the Information Visualization Lab, and Founding Director of the Cyberinfrastructure for Network Science Center, Indiana University. Visiting Professor, Royal Netherlands Academy of Arts and Sciences.
32. [Kathryn Parker Boudett](#) Coauthor, *Data Wise: A Step-by-Step Guide to Using Assessment Results to Improve Teaching and Learning*. Leads an institute that helps teachers make the best use of all available data "to provide every student with an excellent education." Director, Data Wise Project, Harvard Graduate School of Education.

33. [Silvia Bozza](#) Coauthor, *Data Analysis in Forensic Science: A Bayesian Decision Perspective*. Researches statistical and decision methods for forensic applications. Assistant Professor, Statistics Department, Università Ca' Foscari di Venezia.
34. [Meta S. Brown](#) Author, *Data Mining for Dummies*. Management consultant focused on analytics in decision making. Helps geeks communicate with executive decision makers, customers and everybody else. Coaches data analysts and engineers in data storytelling. President, A4A Brown.
35. [Michele M. Burlew](#) Author, *SAS Macro Programming Made Easy*, *SAS Macro Programming Made Easy* and other titles. Programs for data management and analysis, focusing on applications such as epidemiology and public health. Expert in handling of large datasets and automation of data management. President, Episystems.
36. [Gail Burrill](#) Coauthor, *Navigating Through Data Analysis in Grades 9-12*. Co-director, Institute for Advanced Study's International Seminar and the Secondary School Teachers Program component of the Park City Mathematics Institute. Mathematics Specialist, Program in Mathematics Education (PRIME), Michigan State University.
37. [Michela Cameletti](#) Coauthor, *Spatial and Spatio-temporal Bayesian Models with R – INLA*. Investigates techniques for capturing interactions between environmental processes and human activities. Assistant Professor, Statistics, Department Management, Economics and Quantitative Methods, University of Bergamo.
38. [Allison Cerra](#) Coauthor, *Transforming Business: Big Data, Mobility, and Globalization, Identity Shift: Where Identity Meets Technology in the Networked-Community Age*, and *The Shift: The Evolving Market, Players and Business Models in a 2.0 World*. Recognizes in "40 Under 40" of *Global Telecoms Business* and *Dallas Business Journal*. CMO, McAfee
39. [Lucy Chambers](#) Coauthor, *The Data Journalism Handbook*. Leader in "tech-translation". Contributor to several high-profile open data and data for good projects, with a specialty in data skills and technology for transparency and accountability NGOs. Senior Business Analyst, ThoughtWorks
40. [Michele Chambers](#) Coauthor, *Big Data, Big Analytics: Emerging Business Intelligence and Analytic Trends for Today's Businesses*. Executive Director at JPMorgan Chase.
41. [Beth L. Chance](#) Coauthor, *Introduction to Statistical Investigations* and *Workshop Statistics: Discovery with Data*, not to mention a dozen or so other books. Leads resource center to help teachers assess statistical literacy, statistical reasoning, and statistical thinking in first courses of statistics. Fellow of the American Statistical Association. Professor, Department of Statistics, California Polytechnic State University.
42. [Kathy Charmaz](#) Author, *Constructing Grounded Theory*. Expert in sociological theory, Social Psychology, health and illness, aging and dying. Emerita Professor of Sociology, Director, Faculty Writing Program, Sonoma State University.
43. [Trina Chiasson](#) Coauthor, *Data + Design: A simple introduction to preparing and visualizing information*. Evangelist for understandable information graphics. Cofounded Infoactive, which was acquired by Tableau. CEO, Ecllosion Technologies.
44. [Susan Chiu](#) Coauthor, *Data Mining and Market Intelligence for Optimal Marketing Returns*. Leads global marketing analytics and data governance team. Director, Analytics, Prosper Marketplace.

45. [Leah Melani Christian](#) Coauthor, *Internet, Mail, and Mixed-Mode Surveys: The Tailored Design Method*. Designs and manages surveying projects, from questionnaires to analysis of polling data to reporting. Vice President, Data Science, Nielsen.
46. [Anna Ciampi](#) Coauthor, *Data Mining Techniques in Sensor Networks: Summarization, Interpolation and Surveillance*. Researches data mining and knowledge discovery, temporal and spatial data mining, wireless sensor networks, and data stream mining. PhD Student, Department of Computer Science, University of Bari.
47. [Elizabeth A. City](#) Coauthor, *Data Wise: A Step-by-Step Guide to Using Assessment Results to Improve Teaching and Learning*. Writes, speaks and teaches on technology in learning, use of data to improve education and decision making for school improvement. Faculty Director, Doctor of Education Leadership Program, Harvard Graduate School of Education.
48. [Gail Vance Civile](#) Coauthor, *Sensory Evaluation Techniques, Fourth Edition*. Designs sensory test programs. Teaches sensory evaluation, panel leadership, quality control, consumer testing and statistics. Correlates sensory data with instrumental measurements. President, Sensory Spectrum.
49. [Adele E. Clarke](#) Author, *Situational Analysis: Grounded Theory After the Postmodern Turn*. Developer of situational analysis, a qualitative research technique well suited to studies of science, technology and society. Pioneers in feminist technoscience studies and research methods. Professor Emeritus, University of California San Francisco School of Nursing.
50. [Kathryn Coates](#) Coauthor, *An Introduction to Information Design*. Introduces students to graphic and information design. Principal Lecturer, College of Art and Design and Built Environment, Nottingham Trent University.
51. [Shirley Coleman](#) Coauthor, *A Practical Guide to Data Mining for Business and Industry*. Conducts research in Statistical modelling, problem solving, data presentation, business statistics, communicating statistics. Technical Director of Industrial Statistics Research Unit, School of Mathematics & Statistics, Newcastle University.
52. [Dianne Cook](#) Coauthor, *Interactive and Dynamic Graphics for Data Analysis: With R and GGobi (Use R!)* Leads research in data visualization, exploratory data analysis, multivariate methods, data mining and statistical computing. Professor, Department of Econometrics and Business Statistics, Monash University.
53. [Diane J. Cook](#) Coauthor, *Mining Graph Data*. Consults in data mining for clients including US Environmental Protection Agency, C. Grant and Company and Bosch. Institute of Electrical and Electronics Engineers Systems, Man, and Cybernetics Society, Outstanding Contribution Award. Charter Member, Academy of Distinguished Scholars, University of Texas. Professor, School of Electrical Engineering and Computer Science, Washington State University.
54. [Susan Crawford](#) Coauthor, *The Responsive City: Engaging Communities Through Data-Smart Governance* and Author, *Captive Audience: The Telecom Industry and Monopoly Power in the New Gilded Age*. Former Special Assistant to the President for Science, Technology, and Innovation Policy. Clinical Professor, Harvard Law School.
55. [Jane A. Crofts](#) Author, *Tableau Desktop: A Practical Guide for Business Users*. Leads client engagements including dashboard and executive information system design, and hands-on training. Director, Performance Analytics.

56. [Christine Dancey](#) Author, *Statistics for the Health Sciences: A Non-Mathematical Introduction* and Coauthor, *Statistics Without Maths for Psychology*. Leads a team working with sufferers and health professionals to unearth psychosocial factors involved in chronic illness. Fellow, British Psychological Society, and Higher Education Academy. Emeritus Professor, School of Psychology, The University of East London.
57. [Lorraine Daniels](#) Coauthor, *The Six Sigma Black Belt Handbook*. Trains aspiring quality experts. Consultant, Lorraine Daniels Consulting.
58. [Tamraparni Dasu](#) Author, *Mining Data Streams: Methods, Tools and Applications*. Leads projects in computational statistics, statistical algorithms for stream mining, information visualization, data quality and quantitative data cleaning. Assistant Editor, Journal of Data and Information Quality. Lead Inventive Scientist, AT&T Labs Research.
59. [Marie Davidian](#) Coauthor, *Longitudinal Data Analysis*. Collaborates with clinicians and biostatisticians at Duke Clinical Research Institute on cardiovascular disease research. Focuses research on statistical methods, pharmacology and clinical trials. Adjunct Professor of Biostatistics and Bioinformatics, Duke University. Distinguished Professor, Department of Statistics, North Carolina State University.
60. [Angela M. Dean](#) Coauthor, *Design and Analysis of Experiments*. Researches experimental design, with a special interest in questions which involve many factors but require small budgets. Visiting Professor, University of Southampton and Professor Emeritus, Department of Statistics, The Ohio State University.
61. [Rhonda Delmater](#) Coauthor, *Data Mining Explained: A Manager's Guide to Customer-Centric Business Intelligence*. Manages data warehousing projects in support of diverse business functions. Oversees end-to-end delivery of information technology professional services. Communications Service Quality Manager, Wells Fargo.
62. [Brenda L. Dietrich](#) Coauthor, *Analytics Across the Enterprise: How IBM Realizes Business Value from Big Data and Analytics*. Holds more than a dozen patents. INFORMS Fellow. Member of National Academy of Engineers. IBM Fellow and Vice President, Data Science, IBM.
63. [Catherine L. Dimmitt](#) Coauthor, *Evidence-Based School Counseling: Making a Difference With Data-Driven Practices*. Leads school counseling curriculum outcome research and links research to practice. Professor, Department of Student Development, University of Massachusetts Amherst.
64. [Annette J. Dobson](#) Coauthor, *An Introduction to Generalized Linear Models, Third Edition*. Researching Australian longitudinal study on women's health, methodology for longitudinal studies, and trends in coronary heart disease. Professor of Biostatistics, School of Public Health, Faculty of Medicine and Biomedical Sciences, The University of Queensland.
65. [Xin Luna Dong](#) Coauthor, *Big Data Integration*. Leading effort to build Amazon Product Graph. Holds six patents in data fusion and integration. Published 50 research papers. Principal scientist, Amazon.
66. [Stephanie Diamond](#) Coauthor, *Data Visualization for Dummies*. Author or Coauthor of 6 additional books on marketing and technology. Develops marketing messaging and content. President, Digital Media Works, Inc.

67. [Sarita Digumarti](#) Coauthor, *Beginners Guide to Analytics (Learn Analytics Book 1)*. Founder and leader of a major analytics training company. COO, Jigsaw Academy.
68. [Margaret H. Dunham](#) Author, *Data Mining: Introductory and Advanced Topics* and more than 100 other publications. Fulbright Specialists Roster. Association for Computing Machinery Distinguished Speaker. Professor Emeritus, Department of Computer Science and Engineering, Southern Methodist University.
69. [Dorothy D. Dunlop](#) Coauthor, *Statistics and Data Analysis: From Elementary to Intermediate*. Principle investigator on an NIH-funded epidemiologic study on the relationship of physical activity to reduce disability and an NIH-funded study to evaluate the cost effectiveness of a physical activity intervention. Professor of Medicine (Rheumatology and Preventive Medicine), Northwestern University Feinberg School of Medicine.
70. [Lauren Dyson](#) Coauthor, *Beyond Transparency: Open Data and the Future of Civic Innovation*. Applied Data Scientist, Civis Analytics.
71. [Magy Seif El-Nasr](#) Editor, *Game Analytics: Maximizing the Value of Player Data*. Published more than 70 peer reviewed journal articles. Garnered more than \$2million to support her research in areas such as gaming behavior and analytics. Director, Game Design Program and Game Educational Programs and Research and Associate Professor, Northeastern University.
72. [Elizabeth Elliott](#) Coauthor, *Statistics Workbook for Evidence-based Health Care and Scientific Writing: Easy When You Know How*. Conduct research in a wide variety of pediatric health topics, including fetal alcohol spectrum disorders, influenza and children in detention. Professor, Paediatrics and Child Health, University of Sydney, The Children's Hospital at Westmead.
73. [Jane Elliott](#) Coauthor, *Exploring Data: An Introduction to Data Analysis for Social Scientists*. Professor, Sociology, Philosophy and Anthropology, University of Exeter
74. [Jennifer Erwit](#) Coauthor, *The Human Face of Big Data*. Combines creative storytelling with state-of-the-art technology. Principal, Against All Odds Productions.
75. [Stephanie D. H. Evergreen](#) Author, *Presenting Data Effectively: Communicating Your Findings for Maximum Impact*. Runs a program evaluation and research consulting firm, with a focus on data visualization and research based reporting and design. Principal, Evergreen Data, and Evergreen Evaluation.
76. [Tabatha Farney](#) Coauthor, *Web Analytics Strategies for Information Professionals*. Develops and maintains web presence for a major university library. Handles handle reference, collection development, instruction and research in areas including criminal justice and public affairs. Web Services Librarian, Kraemer Family Library, University of Colorado.
77. [Elena Ferrari](#) Coauthor, *Privacy-Aware Knowledge Discovery: Novel Applications and New Techniques*. Leads StrictSocialLab, a facility devoted to developing tools and technologies that preserve user privacy and security. Professor of Database Management Systems, Director, DiSTA STRICT SocialLab, University of Insubria.
78. [Silvia Figini](#) Coauthor, *Applied Data Mining for Business and Industry* and 60 other publications. Conducts research in quantitative methods and economic analysis. Associate Professor, Department of Political and Social Sciences, University of Pavia.
79. [Christine Franklin](#) Coauthor, *Statistics: The Art and Science of Learning from Data (2nd Edition)*. Fulbright Scholar. American Statistical Association Fellow and Founder's Award. K-12 Statistical

- Ambassador, American Statistical Association. Senior Lecturer Emeritus, Department of Statistics, University of Georgia.
80. [Rachel Fretz](#) Coauthor, *Writing Ethnographic Fieldnotes*. Specializes in ethnographic studies, cultural diversity, oral storytelling, and African Studies. Lecturer, University of California Los Angeles Writing Programs.
 81. [Nancy Frey](#) Coauthor, *Using Data to Focus Instructional Improvement, Better Than Carrots or Sticks: Restorative Practices for Positive Classroom Management* and several other books on education methods. Recipient of the Christa McAuliffe award for excellence in teacher education. Teaches courses in school improvement and literacy leadership. Professor of Educational Leadership, San Diego State University. Principal, Fisher and Frey.
 82. [Ellen Friedman](#) Coauthor, *Practical Machine Learning: Innovations in Recommendation*. Designs and develops courseware for MapR System Administration. Solutions Consultant, MapR Technologies. Independent Science and Education Specialist, Writer.
 83. [Susanne Friese](#) Author, *Qualitative Data Analysis with ATLAS.ti*. Conducts collaborative research in digital humanities. Former member of the Scientific Staff, Max Planck institute for the Study of Religious and Ethnic Diversity. Principal, QuaRC.
 84. [Sherrilynne S. Fuller](#) Coauthor, *Medical Informatics: Knowledge Management and Data Mining in Biomedicine*. Led development of one of the first web-based medical record systems in the world (still in use today) and state of art library and information systems with particular emphasis on linking library resources to clinical information systems. Professor, Department of Biomedical and Health Informatics, School of Medicine, Professor, Information School, Adjunct Professor, Department of Health Services, School of Public Health and Co-Director, Center for Public Health Informatics, University of Washington.
 85. [Sally Campbell Galman](#) Author, *Good, the Bad, and the Data: Shane the Lone Ethnographer's Basic Guide to Qualitative Data Analysis*. Anthropologist of education. Visual artist. Associate Professor, Department of Teacher Education and Curriculum Studies, University of Massachusetts Amherst.
 86. [Judith Garrard](#) Author, *Health Sciences Literature Review Made Easy: The Matrix Method*. Studies patient outcomes associated with the use of medications. Professor Emerita, School of Public Health, University of Minnesota.
 87. [Elizabeth S. Garrett-Mayer](#) Coauthor, *The Analysis of Gene Expression Data: Methods and Software*. Collaborates with oncologists designing and analyzing clinical trials. Director of Biostatistics, Hollings Cancer Center, Medical University of South Carolina.
 88. [Susan M. Gass](#) Coauthor, *Second Language Learning Data Analysis: Second Edition*. Associate Editor of Studies in Second Language Acquisition. Director of the English Language Center and University Distinguished Professor, Department of Linguistics and Germanic, Slavic, Asian and African Languages, Michigan State University.
 89. [Marie A. Gaudard](#) Coauthor, *Visual Six Sigma: Making Data Analysis Lean*. Performed consulting and training in Six Sigma, design for Six Sigma, forecasting and demand planning, and data mining, for clients in sectors ranging from government to manufacturing to medicine. Former Professor of Statistics, University of New Hampshire. Consultant, North Haven Group.

90. [Stefanie V. Gerlach](#) Coauthor, *Business Intelligence Competency Centers: A Team Approach to Maximizing Competitive Advantage*. Creates, develops and implements education analytics programs, including customer education, train-the-trainer and e-learning programs. Learning Manager, Continental Teves AG & Co oHG.
91. [Fosca Giannotti](#) Coauthor, *Mobility, Data Mining and Privacy: Geographic Knowledge Discovery* and more than 100 other publications. Leads research in data mining query languages, knowledge discovery support environment, web-mining, spatio-temporal reasoning, spatio-temporal data mining, and privacy preserving data mining. Director of Research, Istituto di Scienza e Tecnologie dell'Informazione, National Research Council of Italy.
92. [Roslyn Giles](#) Coauthor, *Clinical Data Mining in an Allied Health Organisation: A Real World Experience*. Member, Australian Social Work Review Panel. Chair, Academic Board, Australian Institute of Relationship Studies. Honorary Senior Lecturer in Social Work, The University of Sydney.
93. [Lisa Gitelman](#) Author, *"Raw Data" Is an Oxymoron* and 2 other books. Teaches course including "Text and Technology", and "The Social Life of Paper", which examines the history of paper in context with other printing and communication technologies, and examines the significance of a peerless future. Professor, Departments of English and Media, Culture, and Communication, New York University.
94. [Katrin Golsch](#) Coauthor, *Applied Panel Data Analysis for Economic and Social Surveys*, and *Event History Analysis with Stata*. Author, *The Impact of Labour Market Insecurity on the Work and Family Life of Men and Women. A Comparison of Germany, Great Britain and Spain*. Author or Coauthor of more than a dozen additional publications, in three languages, on work issues. Academic Council, Department of Sociology, Bielefeld University.
95. [Karen A. Grace-Martin](#) Coauthor, *Data Analysis with SPSS: A First Course in Applied Statistics (4th Edition)*. Coauthor of research publications in medicine, horticulture and labor relations. President, The Analysis Factor.
96. [Carol Grbich](#) Author, *Qualitative Data Analysis: An Introduction*. Conducts research in parenting roles; disability and policy (especially the integration of people with disabilities into the community) compensation and other topics. Emeritus Professor, Flinders University.
97. [Kate Greene](#) Coauthor, *Reality Mining: Using Big Data to Engineer a Better World*. Published in *WIRED*, *The Economist*, *Pacific Standard*, *Discover*, *Aeon*, *Technology Review*, *U.S. News & World Report*, *New Yorker* digital and other publications. Crew writer and second-in-command on a NASA-funded, four-month simulated Mars mission. Freelance Journalist. Science Writer, Lawrence Berkeley National Laboratory.
98. [Gayle H. Gregory](#) Coauthor, *Data Driven Differentiation in the Standards-Based Classroom*. Author or Coauthor of 15 books on education methods. Presents seminars on data driven education, instructional strategies and other topics. Independent Educational Management Consultant.
99. [Lynne Haeffele](#) Coauthor, *When to Use What Research Design* and *Selecting the Right Analyses for Your Data: Quantitative, Qualitative, and Mixed Methods*. Studies high-poverty/high-performing schools, college readiness and completion, teacher distribution, college student transfer, and school/university partnerships. Former Chief Deputy Superintendent, Illinois State

- Board of Education. Director, Center for the Study of Education Policy, College of Education, Illinois State University.
100. [Angela Hall](#) Coauthor, *Building Business Intelligence Using SAS®: Content Development Examples*. Heads a team of software architects to implement analytic solutions focused on eliminating waste and fraud. Director, Analytic Integration Consulting, SAS Institute.
 101. [Fern Halper @fhalper](#) Coauthor, *Big Data For Dummies, Hybrid Cloud for Dummies, Cloud Computing For Dummies, Service Management For Dummies*, and *Service Oriented Architecture For Dummies, 2nd Edition*. Advises clients on advanced analytics and cloud computing. VP and Research Director for Advanced Analytics, TDWI.
 102. [Orit Halpern](#) Author, *Beautiful Data: A History of Vision and Reason since 1945*. Organizes Visual Culture Lab, an experimental research group, developing new methods, theories, and pedagogy for engaging with visual culture and politics. Associate Professor, Department of Sociology and Anthropology, Concordia University in Montréal.
 103. [Heidi E. Hamilton](#) Coauthor, *The Handbook of Discourse Analysis*. Investigates discourse and Alzheimer's disease, language and aging, and health. Professor, Department of Linguistics, Georgetown University.
 104. [Carolyn Hamm](#) Coauthor, *Oracle Data Mining: Mining Gold from Your Warehouse*. Conducted significant project work in medical home automation, automated analysis of PAP and COLPO lab results, sleep, population health, and disease management. Diplomate of the American Board of Sleep Medicine. Operations Research Analyst, Department of Healthcare Operations, Walter Reed National Military Medical Center.
 105. [Deepa Handu](#) Coauthor, *Introduction to Epidemiologic Research Methods in Public Health Practice*. Conducted Michigan's first statewide multi-clinic study to assess the prevalence of youth Type 2 diabetes and metabolic syndrome. Awarded a grant from the Consortium to Lower Obesity in Chicago Children (CLOCC) to study the impact of nutrition education on obesity prevalence in three Chicago public schools. Senior Scientist, Evidence Analysis, Academy of Nutrition and Dietetics.
 106. [Dominique Haughton](#) Coauthor, *Movie Analytics: A Hollywood Introduction to Big Data*. Fellow of the American Statistical Association. Movie analytics, people! How sexy is that? Core Member, Data Analytics Research Team, and Professor, Mathematical Sciences Department, Bentley University.
 107. [Elizabeth Heavey](#) Author, *Statistics For Nursing: A Practical Approach*. Researches adolescent reproductive issues and public health. Certified colposcopist. Practicing nurse-midwife. Associate Professor of Nursing, The College at Brockport, State University of New York.
 108. [Lisa Leslie Henderson](#) Coauthor, *The Digital Marketer: Ten New Skills You Must Learn to Stay Relevant and Customer-Centric*. Advises clients about the changes in marketing, communications, and social entrepreneurship. Senior Vice President, Commonwealth.
 109. [Hildegarde Heymann](#) Coauthor, *Sensory Evaluation of Food: Principles and Practices*. Applies sensory science to food and non-food products including wine, meat, ice cream, cereals, juices, cat litter, soap, and toothpaste. Distinguished Professor – Enologist, Department of Viticulture and Enology, The Regents of the University of California, Davis.

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112. [Mary C. Hill](#) Coauthor, *Effective Groundwater Model Calibration: With Analysis of Data, Sensitivities, Predictions, and Uncertainty*. Uses simulation and statistical analysis methods to help communities make informed decisions about use and protection of groundwater supplies. Former Senior Research Hydrologist, U.S. Geological Survey. Fellow, The Geological Society of America. Professor, Department of Geology, University of Kansas.
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116. [Judith Hurwitz @jhurwitz](#) Coauthor, *Big Data For Dummies, Hybrid Cloud for Dummies, Cloud Computing For Dummies, Service Management For Dummies, and Service Oriented Architecture For Dummies, 2nd Edition*. Heads a research and consulting firm focused on big data and emerging technologies. Serves on advisory boards of emerging companies. Recipient of the Massachusetts Technology Leadership Council Award. President and CEO, Hurwitz & Associates.
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126. [Chandrika Kamath](#) Author, *Scientific Data Mining: A Practical Perspective*, and Coauthor, *Data Mining for Scientific and Engineering Applications* and more than 70 other publications. Holds six analytics patents. Conducts research in signal and image processing, machine learning, pattern recognition, and statistics. Researcher, Lawrence Livermore National Laboratory.
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129. [Nichole Kelly](#) Author, *How to Measure Social Media: A Step-By-Step Guide to Developing and Assessing Social Media ROI*. Proud promoter of measurement in digital marketing. (Has a sense of humor: had a speaking business called "Full Frontal ROI.") Freelance Copywriter, Games We Play.
130. [Elizabeth Kelvin](#) Coauthor, *Munro's Statistical Methods for Health Care Research*. Researches a wide variety of public health issues, ranging from issues surrounding HIV risk and

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 149. [Sharon L. Lohr](#) Author, *Sampling: Design and Analysis*. Conducts research in statistical methods for educational evaluation and applications of statistics to criminology and law. Dean's Distinguished Professor of Statistics, School of Mathematical and Statistical Sciences, College of Liberal Arts and Sciences, Arizona State University.
 150. [Nancy B. Love](#) Author, *Using Data to Improve Learning for All: A Collaborative Inquiry Approach*. Coauthor, *The Data Coach's Guide to Improving Learning for All Students: Unleashing the Power of Collaborative Inquiry*. Works with schools to educate data coaches and establish data teams. Director of Program Development, Research for Better Teaching.
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163. [Caroline Mallory](#) Coauthor, *Statistics for Evidence-Based Practice in Nursing*. Focuses research on HIV prevention in women at high risk and support for faculty productivity. Dean, College of Health and Human Services.
 164. [Sandya Mannarswamy](#) Author, *Data Science: Learn the What, Where, and How of Data Science*. Optimizes Java virtual machine, C/C++ and other compilers. Develops dynamic optimizations and distributed file systems for next generation storage systems. Research Scientist, Conduent Labs India.
 165. [Pamela S. Mantone](#) Author, *Using Analytics to Detect Possible Fraud: Tools and Techniques*. Audits and advises with focus on forensic accounting with emphasis on forensic accounting issues related to employee theft and embezzlement. Director, Elliott Davis Decosimo.
 166. [Katherine Marconi](#) Coauthor, *Big Data and Health Analytics*. Founded and led The Ryan White HIV Care data collection and special projects office. Former Director, Strategic Information, US President's Emergency Plan for AIDS Relief. Director, Health Informatics and Health Care Administration, University of Maryland University College.
 167. [Wendy L. Martinez](#) Coauthor, *Exploratory Data Analysis with MATLAB, Second Edition* and *Computational Statistics Handbook with MATLAB*. Director, Mathematical Statistics Research Center, Bureau of Labor Statistics.
 168. [Ronny Max](#) Author, *Behavior Analytics in Retail*. Advised more than 100 organizations, including retailers, technology companies, and investors on market research with a focus on tracking location of individuals in shopping areas. Principal, Behavior Analytics Academy. Principal, Silicon Waves Advisors.
 169. [Rachel S. McCrea](#) Coauthor, *Analysis of Capture-Recapture Data*. Models wild animal populations. Lecturer in Statistics, University of Kent.
 170. [Colleen McCue](#) Author, *Data Mining and Predictive Analysis: Intelligence Gathering and Crime Analysis*. Identifies pathways to meaningful, sustainable improvements to workflow and analytic practice. Senior Data Scientist, CACI International.
 171. [Eileen McDaniel](#) Coauthor, *The Accidental Analyst: Show Your Data Who's Boss* and *Rapid Graphs with Tableau*. Developer of a system that enables business analysts to apply scientific method to common analytics problems. CEO, PowerTrip Analytics.
 172. [Nina McHale](#) Coauthor, *Web Analytics Strategies for Information Professionals*. Drupal developer. 2012 Library Journal Mover & Shaker. Department Head, Education and Reference, University of Colorado Anschutz Medical Campus
 173. [Kathleen McLaughlin](#) Coauthor, *An Introduction to Data Analysis Using Minitab for Windows (3rd Edition)*. Adjunct Professor, Statistics, University of Connecticut.
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 188. [Maureen Fitzgerald Norton](#) Coauthor, *Analytics Across the Enterprise: How IBM Realizes Business Value from Big Data and Analytics*. Developed outcome-focused communication strategy to drive adoption of analytics. Distinguished Market Intelligence Professional, Business Analytics Transformation, IBM.
 189. [Marija J. Norusis](#) Author, *IBM SPSS Statistics 19 Guide to Data Analysis, IBM SPSS Statistics 19 Statistical Procedures Companion, IBM SPSS Statistics 19 Advanced Statistical Procedures Companion*. Independent Statistical Consultant.
 190. [Cathy O'Neil @mathbabledotorg](#) Author, *Weapons of Math Destruction* and Coauthor, *Doing Data Science: Straight Talk from the Frontline*. Influential blogger in analytics and finance. Developed a certification program for context rich data techniques in journalism, the humanities, and social science. Helps businesses manage algorithm-related risk. Principal, ORCAA.
 191. [Katie Delahaye Paine](#) Author, *Measure What Matters: Online Tools For Understanding Customers, Social Media, Engagement, and Key Relationships* and Coauthor, *Measuring the Networked Nonprofit: Using Data to Change the World*. Consults in public relations measurement and social media measurement. Fellow, Society for New Communications Research. Senior Consultant, Paine Publishing.
 192. [Julie Pallant](#) Author, *SPSS Survival Manual: A Step by Step Guide to Data Analysis Using IBM SPSS, 5th Edition*. Consults in Psychometrics. Published over 50 peer reviewed research studies. Associate Professor, School of Nursing and Midwifery, Griffith University.
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 194. [Surekha Parekh](#) Coauthor, *DB2 11: The Database for Big Data & Analytics* and many other books on IBM products. Saved IBM \$240M per year by streamlining IBM's business processes and eliminating duplication transactions and moving to a paperless e-procurement business. Marketing Program Director, IBM.
 195. [Theresa Payton](#) Coauthor, *Privacy in the Age of Big Data: Recognizing Threats, Defending Your Rights, and Protecting Your Family*. Leads a risk prevention and security consultancy focused on emerging technological threats. President, Fortalice. Principal, Dark Cubed
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215. [Leena Roselli](#) Author, *Data Mining with XBRL* and more than a dozen publications focusing on reporting, auditing and errors in finance. Senior Manager, Research, Financial Executives International.
216. [Katherine S. Rowell](#) Coauthor, *The Best Boring Book Ever of Tableau for Healthcare* and *The Best Boring Book Ever of Select Healthcare Classification Systems and Databases*. Advises healthcare providers, payers, and policymakers on effective use of healthcare data. Clients include Cleveland Clinic, Partners Healthcare, Baylor Healthcare, the World Health Organization, and the Children's Hospital Association. Principal, HealthDataViz.
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218. [Irene S. Rubin](#) Coauthor, *Qualitative Interviewing: The Art of Hearing Data*. Investigates effects of changing resource levels on organization behavior. Former Editor in Chief of the Public Administration Review. Professor Emerita, Public Administration Division, Northern Illinois University.
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222. [Laura F. Salazar](#) Coauthor, *Research Methods in Health Promotion*. Focuses research on improving the sexual health of adolescents and adults, who are at heightened risk for sexually transmitted infections and HIV, particularly in the intersection of the STI/HIV and gender-based violence. Creator of RealConsent, a web-based program which was found to be effective in preventing sexual violence perpetration among male college students Professor, Health Promotion & Behavior, Institute of Public Health, Georgia State University.
223. [Nagiza F. Samatova](#) Coauthor, *Practical Graph Mining with R*. Conducts research in information and knowledge management, parallel and distributed systems and high performance computing. Received Oak Ridge National Laboratory Outstanding Mentor Award. Professor, Computer Science, North Carolina State University.
224. [Nada R. Sanders](#) Author, *Big Data Driven Supply Chain Management*, *Foundations of Sustainable Business*, and *Supply Chain Management: A Global Perspective*, and Coauthor, *Operations Management, 5th edition*. Expert witness in forecasting. Fellow of the Decision Sciences Institute. Distinguished Professor of Supply Chain Management, D'Amore-McKim School of Business, Northeastern University.
225. [Rachel Boba Santos](#) Author, *Crime Analysis With Crime Mapping*, and author or coauthor of more than 30 books, chapters and peer-reviewed publications. Member of the Editorial Board, Journal of Intelligence and Analysis, Associate Editor, Crime Mapping: A Journal in Research and Practice (and numerous other profession committee and reviewer roles!) Professor of Criminal Justice, Radford University.
226. [Patricia L Saporito @PatSaporito](#) Author, *Applied Insurance Analytics: A Framework for Driving More Value from Data Assets, Technologies, and Tools*. Advises insurance and healthcare executives on leveraging data assets and analytics. Sr. Director, Global Center of Excellence for Business Intelligence, SAP.
227. [Jean J. Schensul](#) Coauthor, *Analysis and Interpretation of Ethnographic Data: A Mixed Methods Approach*. Founder of a key AIDS research center. Co-Director, Qualitative Methods and Ethnography, Interdisciplinary Research Methods Core, Center for Interdisciplinary Research on AIDS, Yale University.

228. [Deborah Schiffrin](#) Coauthor, *The Handbook of Discourse Analysis*. Investigates language in social life, using discourse analysis, a method that combines analysis of text and context. Professor and Chair, Linguistics Department, Georgetown University.
229. [Dara G. Schniederjans](#) Coauthor, *Business Analytics Principles, Concepts, and Applications: What, Why, and How*. Investigates practices for green supply chain management. Assistant Professor, College of Business Administration, University of Rhode Island.
230. [Margrit Schreier](#) Author, *Qualitative Content Analysis in Practice*. Performs research in qualitative and mixed research methods, media psychology and priorities in health care. Professor of Empirical Methods in the Humanities and Social Sciences, Jacobs University Bremen.
231. [Rachel Schutt](#) Coauthor, *Doing Data Science: Straight Talk from the Frontline*. [Crain's New York](#) named her one of their 40 Under 40, saying that she "oversees everything data, including customer acquisition and advertising, and may eventually work on efforts to create a story-recommendation system, which will display stories based on past activity." Senior Vice President of Data Science, News Corp. Adjunct Professor, Department of Statistics, Columbia University.
232. [Sheila Shaffie](#) Coauthor, *The McGraw-Hill 36-Hour Course: Lean Six Sigma*. Founder of a lean and six Sigma training and consulting firm, with clients such as GMAC, Associated Bank, US Bank, Guaranty Bank, Thomson Reuters, and Allied Capital. Handled over 250 Six Sigma projects. Principal, ProcessArc.
233. [Linda L. Shaw](#) Coauthor, *Writing Ethnographic Fieldnotes*. Researches issues including welfare reform and fraud, welfare-to-work and lives of those in psychiatric care. Emeritus Professor of Sociology, California State University San Marcos.
234. [Lyn Sharratt](#) Coauthor, *Putting FACES on the Data: What Great Leaders Do!* Strategizes with school district leaders on programs to improve student achievement. Internship Supervisor, Ed D Program, Department of Leadership, Adult and Higher Education, University of Toronto.
235. [Galit Shmueli](#), Author, *Practical Time Series Forecasting: A Hands-On Guide*, *Practical Acceptance Sampling: A Hands-On Guide*, and *Practical Risk Analysis for Project Planning: A Hands-On Guide using Excel*, and coauthor of several additional analytics books. Explores differences between using analytics for prediction and explanation of causes. Director of the Center for Service Innovation & Analytics at the College of Technology Management, and Distinguished Professor at the Institute of Service Science, National Tsing Hua University, Taiwan. Distinguished Professor at the Institute of Service Science, National Tsing Hua University.
236. [Christina Silver](#) Coauthor, *Using Software in Qualitative Research*. Leads research for organizations including East Sussex Hospitals NHS Trust, the Centre for the Development of Health Care Policy and Practice (CDNPP) at Leeds University and the Facilities Management Graduate Centre (FMGC) at Sheffield Hallam University. Visiting Scientist, Evidera. Research Fellow, University of Surrey. Director, Qualitative Data Analysis Services.
237. [Judith D. Singer](#) Coauthor, *By Design: Planning Better Research in Higher Education and Who Will Teach: Policies that Matter* and *Applied Longitudinal Data Analysis: Modeling Change and Event Occurrence*. Member, Board of Directors of the National Board of Education Sciences.

- Founding Board member of the Society for Research on Educational Effectiveness. Senior Vice Provost for Faculty Development and Diversity and Professor of Education, Harvard University.
238. [Susan Slaughter](#) Coauthor, *The Little SAS Book: A Primer, Fifth Edition*. Programs, educates and writes about data analysis. Consultant, Avocet Solutions.
239. [Jolene D. Smyth](#) Coauthor, *Internet, Mail, and Mixed-Mode Surveys: The Tailored Design Method*. Leads research in survey methods and social science teaching. Director of the Bureau of Sociological Research and Associate Professor, University of Nebraska – Lincoln.
240. [Antonella Sorace](#) Coauthor, *Second Language Learning Data Analysis: Second Edition*. Pioneered use of magnitude estimation in linguistics. Director, Bilingualism Matters. Professor of Developmental Linguistics, The University of Edinburgh.
241. [Delena D. Spann](#) Author, *Fraud Analytics: Strategies and Methods for Detection and Prevention*. Serves on the ASIS Economic Crime Council and is a former member of the Association of Certified Fraud Examiners Board of Regents (Emeritus). Member of Electronic and Financial Crimes Task Force, United States Secret Service.
242. [Fiona Steele](#) Coauthor, *Analysis of Multivariate Social Science Data, 2nd Edition*. Fellow of the Royal Statistical Society. Member of editorial board for Longitudinal and Life Course Studies: International Journal. Author or coauthor of more than 40 publications. Professor in Statistics, London School of Economics and Political Science, University of London.
243. [Julie Steele](#) Coauthor, *Beautiful Visualization: Looking at Data through the Eyes of Experts*. Finds beauty in exploring complex systems, and thinks in metaphors. Director, Communications, Silicon Valley Data Science.
244. [Marilyn Stein](#) Coauthor, *The Certified Quality Process Analyst Handbook*. Second Edition. Facilitates quality improvement teams using statistical process control, design of experiments, root cause analysis and other Six Sigma techniques. Senior Quality Engineer and Quality System Coordinator, Vista Outdoor.
245. [Paula Stephan](#) Coauthor, *Understanding Regression Analysis*. Studies careers of scientists and engineers and movement of knowledge across institutional boundaries in the economy. Research Associate, National Bureau of Economic Research. Professor of Economics, Andrew Young School of Policy Studies, Georgia State University.
246. [Mia L. Stephens](#), Coauthor of *Visual Six Sigma: Making Data Analysis Lean, 2nd Edition*, *JMP Start Statistics, 5th Edition*, and *Building Better Models with JMP Pro* (upcoming). Technical advocate who represents a significant analytics software brand for academic markets. Academic Ambassador, JMP, a division of SAS.
247. [Kim B. Stevens](#) Coauthor, *Spatial Analysis in Epidemiology*. Probes predictive mapping of disease and the effect of influences such as climate change on the spread of disease. Lecturer, Pathobiology and Population Sciences, The Royal Veterinary College
248. [Carol L. Stimmel](#) Author, *Big Data Analytics Strategies for the Smart Grid*. Holds patents in energy management and benchmarking, digital communications, and inventory management. Advises executives in energy, food, and water industries with research on best practices, integrating advanced technologies and increasing consumer engagement. Chief Analyst, Manifest Mind.
249. [Victoria Stodden](#) Coauthor, *Privacy, Big Data, and the Public Good: Frameworks for Engagement and Implementing Reproducible Computational Research*. Developer of the

- "Reproducible Research Standard," open licensing recommendations for sharing computational results. Founder, runmycode.org, an open platform for sharing code and data associated with published results. Creator of SparseLab. Associate Professor, School of Information Sciences, University of Illinois at Urbana-Champaign
250. [Maura E. Stokes](#) Coauthor, *Categorical Data Analysis Using SAS, Third Edition*. Fellow of the American Statistical Association. Senior R&D Director, SAS Institute.
251. [Vidya Subramanian](#), Author, *Data Driven Scrum Framework* and *Adobe Analytics with SiteCatalyst Classroom*. Coauthor, McGraw-Hill's PMP Certification Mathematics. Evangelizing and standardizing analytics practices. Analytics Leader, Apple.
252. [Susan \(Grove\) Suggs](#) Author, *Statistics for Health Care Research: A Practical Workbook*. Conducts outcomes research for patient, provider and health care agencies. Certified Gerontology Nurse Practitioner and Adult Nurse Practitioner. Adjunct Professor, College of Nursing and Health Innovation, University of Texas at Arlington.
253. [Lisa M. Sullivan](#), Author, *Essentials Of Biostatistics In Public Health*. Works on Framingham Heart Study developing cardiovascular risk functions, and participates in studies on cardiovascular disease, alcohol exposure in pregnancy and sudden infant death syndrome (SIDS), prenatal diagnosis and repetitive behaviors in children affected with autism. Associate Dean for Education and Professor of Biostatistics, Boston University School of Public Health.
254. [Helen Sun](#) Coauthor, *Master Competitive Analytics with Oracle Endeca Information Discovery* and *Oracle Big Data Handbook*. Guides strategic architecture initiatives in big data and advanced analytics. CTO and Managing Director, JPMorgan Chase.
255. [Martha L. Sylvia](#) Coauthor, *Clinical Analytics and Data Management for the DNP*. Conducts research in in population health management, focusing on chronic illness. Assistant Professor, Medicine, Johns Hopkins University School of Medicine.
256. [Mara Tableman](#) Coauthor, *Survival Analysis Using S: Analysis of Time-to-Event Data*. Conducts research in survival analysis, robust statistical methods and rank-based statistical procedures. Adjunct Associate Professor, Division of Biostatistics, Department of Public Health & Preventive Medicine, Oregon Health & Science University. Professor of Statistics, Portland State University.
257. [Nancy R. Tague](#) Author, *Quality Toolbox*. Independent writer and authority in Total Quality Management.
258. [Deborah Tannen](#) Coauthor, *The Handbook of Discourse Analysis*, Author, *You're the Only One I Can Tell, You Just Don't Understand: Women and Men in Conversation*, and numerous other books on interpersonal communication for general and scholarly audiences, as well as poems, short stories, and personal essays. Celebrity speaker on language and how it affects human relationships. University Professor, Professor of Linguistics, Georgetown University.
259. [Ruth M. Tappen](#) Author, *Advanced Nursing Research: From Theory to Practice*. Leads research on management of Alzheimer's and related memory disorders. Professor and Eminent Scholar, College of Nursing, Florida Atlantic University.
260. [Stephanie Taylor](#) Author, *What is Discourse Analysis?* Coauthor, *Discourse as Data: A Guide for Analysis*. Author or Coauthor of more than 50 other research publications. Conducts research on topics including national identities, contemporary creative work, and creative

- identities. Developing an investigation of home-based working and new meanings of work. Senior Lecturer in Psychology, The Open University.
261. [Mary F. Terhaar](#) Coauthor, *Clinical Analytics and Data Management for the DNP*. Conducts research in nursing practice. Designed a model program to help prospective students that has increased successful applications for doctoral study and increased the success of minority applicants. Associate Dean of Academic Affairs and Professor of Nursing, Case Western Reserve University.
262. [Claire R. Tiedeman](#) Coauthor, *Effective Groundwater Model Calibration: With Analysis of Data, Sensitivities, Predictions, and Uncertainty*. Coordinates research on groundwater contaminant transport and remediation. Models groundwater transport, calibrates and evaluates models for complex groundwater flow, and develops methods to evaluate prediction uncertainty. Hydrologist, National Research Program, U.S. Geological Survey.
263. [Heather A. Thomas](#) Coauthor, *Sensory Evaluation Practices, Fourth Edition*. Leverages product optimization techniques, segmentation research, experimental design, choice-based modeling, and advanced multivariate analysis techniques. Chief Data & Analytics Officer, Dragonfly SCI.
264. [Sarah J. Tracy](#) Author, *Qualitative Research Methods: Collecting Evidence, Crafting Analysis, Communicating Impact*. Researches emotion, communication, and identity in the workplace, leveraging qualitative research design, data collection, and analysis. Director, The Transformation Project. Professor of Organizational Communication and Qualitative Research Methodology, The Hugh Downs School of Human Communication, Arizona State University.
265. [Carol Horton Tremblay](#) Coauthor, *The US Brewing Industry: Data and Economic Analysis*. Acted as referee for more than 20 professional journals. Published 30 peer reviewed research studies in diverse economic topics, as well as many other publications and presentations. Professor, Department of Economics, Oregon State University.
266. [Mary E. Tyler](#) Coauthor, *Google Analytics 2.0*. Documents Temboo, an Internet of Things programming technology. Content Executive, Easy Virtue Content & Journalism.
267. [Ingrid Bouwer Utne](#) Coauthor, *Risk and Interdependencies in Critical Infrastructures: A Guide for Analysis*. Conducts research in risk assessment, safety indicators, system safety engineering, and maintenance management. Professor of Marine Operation and Maintenance Engineering, Department of Marine Technology, Norwegian University of Science and Technology.
268. [Jessica M. Utts](#) Author, *Seeing Through Statistics* and Coauthor, *Mind on Statistics*. Former President, American Statistical Association. Advocate for statistics and analytics career development. Chief Reader, Advanced Placement Statistics Exam. Professor and Former Chair, Department of Statistics, University of California, Irvine.
269. [Jill VanderStoep](#) Coauthor, *Introduction to Statistical Investigations*. Focuses research on statistical education. Teaches statistics using simulation-based methods. Professor, Department of Mathematics, Hope College.
270. [Jennifer Veesenmeyer @wholly_geek](#) Coauthor, *It Only Looks Like Magic: The Power of Big Data and Customer-Centric Digital Analytics*. Says she has a dream “of data-driven insight and reports that don't suck.” Global Head of Digital Analytics, Cigna.

271. [Elaine R. Vogt](#) Coauthor, *Selecting the Right Analyses for Your Data: Quantitative, Qualitative, and Mixed Methods*. Conducted research in “The Mozart Effect”, effects of music and listeners’ musical background on problem solving. Instructor and Staff Accompanist, Preparatory Department, Illinois Wesleyan University.
272. [Dorothy Wakefield](#) Coauthor, *An Introduction to Data Analysis Using Minitab for Windows (3rd Edition)*. Coauthor of more than 40 medical research studies. Research Associate, Center for Public Health and Health Policy, University of Connecticut Health Center.
273. [Cindy M. Walker](#) Coauthor, *Categorical Data Analysis for the Behavioral and Social Sciences*. Leads research in psychometrics, especially in the area of differential item functioning (better known as test bias). Dean, Duquesne University.
274. [Ann E. Watkins](#) Coauthor, *Statistics: From Data to Decision*. Develops materials for teaching statistics and probability in secondary schools and college. Fellow of the American Statistical Association. Co-chair of the joint committee of the American Statistical Association and National Council of Teachers of Mathematics. Professor of Mathematics, California State University, Northridge.
275. [Margaret Wetherell](#) Coauthor, *Discourse as Data: A Guide for Analysis*. Author or Coauthor of more than 70 research publications, with emphasis on identity research and discourse. Emeritus Professor, Faculty of Social Sciences, The Open University. Professor, University of Auckland.
276. [Kathleen M. White](#) Author, *Translation of Evidence into Nursing and Health Care Practice*. Influences current thought on research translation. Senior Advisor to the Center for Health Workforce Analysis, U.S. Department of Health and Human Services. Professor and Director, Master of Science in Nursing: Entry into Nursing Practice, Department of Acute and Chronic Care, Johns Hopkins University School of Nursing.
277. [Alyson G. Wilson](#) Coauthor, *Bayesian Reliability*, and *Statistical Methods in Counterterrorism: Game Theory, Modeling, Syndromic Surveillance, and Biometric Authentication*, and Editor, *Modern Statistical and Mathematical Methods in Reliability*. Leads research in statistical reliability, Bayesian methods, and the application of statistics to problems in defense and national security. Fellow, American Statistical Association. Professor, Department of Statistics, and Principal Investigator, Laboratory for Analytic Sciences, North Carolina State University.
278. [Daniela Witten](#) Coauthor, *An Introduction to Statistical Learning: with Applications in R*. Conducts research in statistical machine learning and high-dimensional data, with a particular interest in genomics. Received Elle Magazine Genius Award. Associate Editor, Journal of Computational and Graphical Statistics, Biometrika, and Journal of the American Statistical Association: Theory and Methods. Associate Professor of Biostatistics and Statistics, University of Washington.
279. [Ruth Wodak](#) Coauthor, *Methods of Critical Discourse Analysis*. Applies both quantitative and qualitative analysis methods to complex text (discourse). Investigating wide-ranging issues, among them narratives of flight, persecution and survival told by children of Nazi holocaust survivors, holocaust denial, the surge of right-wing populism, attitudes toward immigration and

migration, racism and gender in language. Principal Investigator, University of Vienna. Emerita Distinguished Professor, Lancaster University.

280. [Dona M. Wong](#) Author, *The Wall Street Journal Guide to Information Graphics: The Dos and Don'ts of Presenting Data, Facts, and Figures*. Consults in data visualization and presentation graphics. Vice President, Digital Strategy and Communications, Federal Reserve Bank of New York.
281. [Nong Ye](#) Author, *Data Mining: Theories, Algorithms, and Examples*. Conducts research in data and knowledge exploration, optimization and quality control of system process and operations. Professor, Department of Industrial Engineering, Director, Cluster on Data Exploration and Modeling for Brain Science, and Director, Information and Systems Assurance Laboratory, Ira A. Fulton School of Engineering, Arizona State University.
282. [Ann K. Yoshihashi](#) Coauthor, *Health Informatics: Practical Guide for Healthcare and Information Technology Professionals (Sixth Edition)*. Practices endocrinology for the US Navy. Trains physicians and other healthcare professionals on optimizing healthcare delivery through medical education and use of the military electronic healthcare information system. Guest Instructor and Facilitator, University of West Florida.
283. [Mico Yuk @micoyuk](#) Coauthor, *Data Visualization For Dummies*. Leads a consulting firm focused on helping the Fortune 500 create enterprise grade visual solutions. CEO, BI Brainz.
284. [Nancy L. Zimpher @nancyzimpher](#) Coauthor, *Building a Smarter University: Big Data, Innovation, and Analytics (SUNY series, Critical Issues in Higher Education.... Politico calls her "Obama's favorite college leader"*. Chair, Board of Governors, New York Academy of Sciences. Chancellor, State University of New York.
285. [Nina Zumel](#) Coauthor, *Practical Data Science with R*. Develops applications in risk modeling, price management, visualization, text and data mining. Data Scientist, Principal, Win-Vector.