

A Sampling of

Outstanding Women in Analytics

186 Experts

from Meta's Binder Fulla Women in Analytics

Meta S. Brown

A woman in analytics is as common as... a man in analytics.

You wouldn't know it by looking at agendas of recent analytics conferences. Or analytics experts mentioned in the media. Or the staff of some high profile tech companies. Men have more visibility than women in analytics.

Although I've written many articles, citing statistics from diverse sources, that show the prevalence of women in analytics, I still hear people claim it's not true. Often, those people are themselves data analysts, who should know better.

It's time to change all that.

We need to hear from women speakers at analytics conferences, see women analytics experts in the media and collaborate with them at work.

Maybe you've heard this excuse: "But there aren't enough qualified women [speakers/job candidates/experts, etc.]" Maybe you've even used that excuse yourself. It's nonsense.

No more excuses.

Next time you're looking for analytics talent, try this techniques to develop a more diverse pool of candidates:

- Peruse your contacts – you may be neglecting someone you already know and respect
- Ask your colleagues to do the same
- Be on the lookout whenever you meet new people, scan networking sites, or hear about good work from your colleagues

And if that's not getting the results you need, here are 185 profiles, a sampling of the thousands of analytics experts who just happen to be 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>.

1. [Adduci, Silvia](#) Analyzes equities trades and trading market risk. Formerly led a team developing and optimizing recommender systems. Algorithmic Trading Quant, Deutsche Bank
2. [Ament, Leslie](#) Leads research in areas including customer analytics and interaction and social media intelligence. Editorial Board Member, Applied Marketing Analytics Journal. SVP Research, Hypatia Research Group
3. [Ammanath, Beena](#) Helps clients achieve productivity gains and business growth through technology and data-driven innovation. Shaped software platform for industrial Internet of Things data collection and analysis. Global VP, Data, Artificial Intelligence and New Tech Incubation, Hewlett Packard Enterprise
4. [Ananiadou, Sophia](#) Leads the world's first publicly-funded text mining center. Three-time winner of IBM Unstructured Information Management Award. Professor, Computer Science, University of Manchester. Director, National Centre for Text Mining
5. [Anantharaman, Nandini](#) Leads analytics teams and projects. Develops predictive and exploratory statistical models of consumer response and interaction. Built a measurement and learning plan to track consumer touch points for a financial services. Principal Analytical Lead, Google
6. [Aretoulaki, Maria](#) [@dialogconnectio](#) Develops, and designs interfaces for, interactive voice recognition applications. Has developed applications for verticals as diverse as retail, automotive and government. Applications include speech navigation systems, device control and speech-enabled websites (voice portals). CEO, @DialogCONNECTION
7. [Arispe, Irma](#) Leads research on health promotion, aging and chronic disease, infant, child and women's health. Director, Office of Analysis and Epidemiology, National Center for Health Statistics, Centers for Disease Control
8. [Baker, Pamela](#) Leads project management for lean six sigma and other operational excellence consulting projects. Adjunct Professor, UC San Diego Extension and San Diego Community College District. VOLT-Program Manager, Solar Turbines. Independent Operational Excellence Consultant
9. [Balac, Natasha](#) Runs the San Diego Supercomputer Center, a facility for conceptual and hands on training in predictive analytics and Big Data computing. Director, Interdisciplinary Center for Data Science, University of California at San Diego
10. [Barlas, Sema](#) Leads a key academic program training the next generation of analytics experts. Director, MSc in Analytics Program, The University of Chicago Graham School of Continuing Liberal and Professional Studies
11. [Bell, Brooks](#) [@brooksbell](#) Helps clients increase conversion rates through strategic, iterative testing and optimization. CEO, Brooks Bell
12. [Belokhvostova, Veronika](#) Provides analysis for social media privacy challenges. Manages projects and teams focused on customer analytics, risk management, pricing and other applications for the Big Data space. Head of Community Integrity Analytics, Facebook
13. [Berebichez, Deborah](#) [@debbiebere](#) Physicist, data scientist, TV star! Co-host of Discovery Channel's Outrageous Acts of Science. Global Ambassador for Technovation Challenge, which teaches girls from underserved communities how to program. Oh yeah, she also has a day job, in

- charge of building, developing, and retaining a data science instruction team. Chief Data Scientist, Metis
14. [Bhatnagar, Ritu](#) Architected an analytics application for doctors. Guides healthcare providers in analytics to improve billing efficiency and profitability. Founder & Managing Partner, Neolytix
 15. [Blumerman, Lisa M.](#) Provides executive leadership and direction for major surveys including the 2020 Census and the American Community Survey. Associate Director for Decennial Census Programs, US Census Bureau, US Department of Commerce
 16. [Boen, Dyna @DynaBoen1](#) Leads firm that delivers representative audiences for research and improved marketing decision-making. Cofounded TrueSample, a company focused on eliminating fake, duplicate and otherwise poor quality responses from market research surveys. COO, UBMobile
 17. [Bohmann, Mary](#) Heads agency responsible for anticipating trends and emerging issues in agriculture, food, the environment, and rural America and to conduct research to help ensure American food supply and agricultural security. Administrator, Economic Research Service, US Department of Agriculture
 18. [Boinodiris, Phaedra @INNOV8game](#) Scaling Medical Minecraft project into a global STEAM program, in collaboration with the United Nations. Spearheaded development of a platform for serious games that enable collaboration around complex problems. Featured in the Forbes article [Let's Play! Turning Serious Business Issues Into Games](#). Senior Strategy Lead, EdTech K-12, Blockchain-enabled skills ledgers, IBM
 19. [Boone, Shaina @shainaboone](#) Leads a team of 50 marketing science professionals managing paid media analytics for clients around the world, among them Intel, State Farm, McDonald's, and PetSmart. Built the marketing science practice of a multinational marketing agency. Managing Director, Marketing Sciences, OMD USA
 20. [Brock, Vicky @brockvicky](#) Leader of a high-growth technology start-up. Named by Forbes.com & Bloomberg as one of the 9 top female tech CEOs to watch. CEO, Get Market Fit
 21. [Brown, Clarice D.](#) Oversees investigation on ambulatory and hospital care, long-term care. Director, Division of Health Care Statistics, National Center for Health Statistics, Centers for Disease Control
 22. [Brown, Meta](#) [*Not the same person who writes these profiles.*] Influential economist with a focus on transfers of wealth between the generations. Senior Economist, Microeconomic Studies Function, Federal Reserve Bank of New York
 23. [Brown-Scoggins, Sherry](#) Oversees staff responsible for information design and publishing, and IT solution services. Acting Director, Office of Information Services and Office of Information Technology, National Center for Health Statistics, Centers for Disease Control
 24. [Bruce, Jennifer](#) Uncovers real-time marketing opportunities, identifies online influencers, measures event and campaign amplification, and optimizes social media listening. Senior Manager Social Listening and Insights, Adobe
 25. [Buenzli Crane, Joanne](#) Manages the money for the most influential of government statistical agencies. Associate Director for Administration and Chief Financial Officer, US Census Bureau, US Department of Commerce

26. [Carlson, Virginia](#) The go-to person on using data to guide community initiatives. Former Executive Director, Metropolitan Chicago Information Center, a much-missed resource for understanding one of the largest US local economies. Independent Consultant, Data Rubrics
27. [Cabra, Mar](#) Develops bleeding edge collaborative tools for investigative journalism. Produces key data work for influential projects including the Panama Papers. Fulbright scholar. Head, Data & Research Unit, International Consortium of Investigative Journalists
28. [Carr, Peggy G.](#) Fulfills Congressional mandate to "...collect, collate, analyze, and report complete statistics on the condition of American education; conduct and publish reports; and review and report on education activities internationally." Leads national and international large-scale assessments of education. Acting Commissioner, National Center for Education Statistics, U.S. Department of Education
29. [Chen, Yun](#) Develops predictive models. Applications include fraud detection and e-commerce risk, scorecard reporting and forecasting, tracking suspicious credit card transactions, accelerating credit card fraud detection. Senior Data Scientist, Microsoft
30. [Chin, Karin](#) Leads market and patient growth analytics programs at largest US oncology network. Developed and executed biosimilars strategy, building new business in and emerging pharma market. Vice President, Patient Growth and Market Analytics, McKesson Specialty Health/ US Oncology Network
31. [Cisewski, Jessi](#) She's doing the latest research in astrostatistics. Assistant Professor of Statistics and Data Science, Yale University
32. [Cooper, Deborah M. @DeborahMCooper](#) Led marketing campaign and advanced analytics platform for an investment firm managing more than \$120 billion in assets. Now helping businesses integrate strategy and analytics. Principal, Deborah M Cooper Consulting
33. [Coverstone, Victoria L.](#) Leads research in optimal spacecraft trajectories and space mission analysis and design. Consults for aerospace industry leaders including KinetX, Jet Propulsion Laboratory, and TRW. Adjunct Professor, Aerospace Engineering, University of Illinois
34. [Cushing, Annie @AnnieCushing](#) Author of oodles of good data visualization, SEO, and analytics tutorials, among other things. Owner, Annielytics.
35. [Cynamon, Marcie](#) Responsible for many practical aspects of survey research, from planning and quality assurance to data production. Director, Division of Health Interview Statistics, National Center for Health Statistics, Centers for Disease Control
36. [Dahl, Deborah @deborahdahl](#) Transitions speech and language technologies from the laboratory to the marketplace. Chairs the W3C's Multimodal Interaction Working Group. Principal, Conversational Technologies
37. [Damova, Mariana](#) Design and develops data integration infrastructures for efficient querying, access and navigation of linked data. Provides solutions in novel areas such as reasoning with natural language semantics and research infrastructures for the humanities. CEO, Mozaika
38. [Davis, Jessica](#) Journalist who covers a wide range of developments in analytics and other computing applications for publications including [InformationWeek](#) and [All Analytics](#). Executive Editor at AllAnalytics, UBM Tech
39. [de Mars, AnnMaria @annmariastat](#) Designs and develops educational games to teach mathematics, with an emphasis on meeting the needs of Native American students. She is one

- of [Forbes Magazine's 40 Women Over 40](#) for 2013. (Here's how an informant described her: She has a successful career as a statistician and educator, she tolerates no BS from anybody, and has raised four successful daughters.) President, The Julia Group
40. [de Medinaceli, Antonia](#) Targets advertising to precise consumer segments through demographic, behavioral and psychographic research. VP, Research & Development, Videology Group
 41. [de Quieroz, Gabriela](#) Epidemiologist and computational statistician whose research includes timely matters such as HIV and air pollution. Founder, R-ladies. Lead Data Scientist, Deserve
 42. [Delpech, Estelle @e_delpech](#) Applies natural language processing, data mining, geolocalized search and other technologies to help people discover new places and spread the word about them. Teaches students the wonders of natural language processing for industrial applications, machine and computer-aided translation, computer-aided lexicography and more. Visiting Lecturer, Université de Toulouse. NLP and Human Factors Specialist, Airbus
 43. [Depaoli, Sarah](#) Performs cutting edge work in techniques for measuring things that can't be directly observed. Published more than 20 research papers. Reviews for eight scholarly journals. Received awards from American Psychological Association, Society of Multivariate Experimental Psychology, and Psychometric Society, among others. Associate Professor, Quantitative Psychology, University of California, Merced
 44. [Di, Wei @VanessaWDi](#) Invents scalable solutions to empower business decision. Builds machine learning platforms. Published numerous research studies on image search, image classification and improved use of images in ecommerce. Staff Data Scientist, Data and Engineering, LinkedIn
 45. [Dietrich, Brenda L.](#) Leads data science function of IBM Business Analytics Insights as a Service unit. Former Trustee, Society for Industrial and Applied Mathematics, Former President, INFORMS, IBM Fellow and Vice President, Data Science, IBM.
 46. [Divoli, Anna](#) Text mining researcher who has published numerous research studies. Head, R&D, Pingar.
 47. [Draskovic, Ksenija](#) Want someone who takes on big data? She tackles some of industry's biggest data challenges. Head, Predictive Analytics & Data Scientist Group, Verizon Wireless
 48. [Durning, Andrea](#) Consumer insights specialist who has led online and traditional survey research industry and government roles. VP, Shopper Insights, Bellomy Research
 49. [Echeverri, Ana Maria](#) Maximizes client success in scalable distributed computing and data storage through field engagement. Founded social media analytics solution provider. Founder, Dashlytics. Analytics Platform Lead, IBM
 50. [Eckels, Elizabeth "Smalls" @SmallsMeasures](#) Manage a consultancy with clients including The Ohio Senate, American Institute for Foreign Study, and Oxo Good Grips. Provides expertise in analytics data quality, implementation, analysis & reporting, and support. Winner of the Digital Analytics Association "Rising Star" award. Evangelist for Analysis Exchange, a matchmaking service for upcoming analysts and the nonprofits who need them. Chief Analyst, Smalls Analytics
 51. [Eitzmann, Marja-Lisa](#) Led product sensory evaluation program. Led operation for focus groups, central location and home use tests. Performs analytics assessment and initiative development. Owner, Source Analytics

52. [Ejuma, Nancy @NancyEjuma](#) Responsible for ensuring that Texas has adequate immunization capacity for its citizens. Leads statewide immunization registry, and school and child-care immunization compliance program. Founded the African Psychological Association, a society for mental health professionals. Maps mental health resources for African countries, and defines research objectives. Director, Immunization Unit, Texas Department of State Health Services
53. [Eldridge, Lucy P.](#) Leads agency responsible for measuring productivity to support economic decision making in the US government. Associate Commissioner for Productivity and Technology, US Bureau of Labor Statistics
54. [Emami, Rita](#) Keeps the dominant credit risk assessment company on the straight and narrow. Senior Director, FICO Score Regulatory Compliance, FICO
55. [Endress-Balhisier, Gabriele @EndressAnalytic](#) Web analyst who has advised over a dozen Fortune 500 companies. Puts measurement in context to support decision-making. President, Endress|Analytics
56. [Engelhardt, Barbara](#) Leads a laboratory that develops statistical models and methods for high-dimensional biological data. Studies human genetic variation to understand the mechanisms of human disorders and diseases. Assistant Professor, Princeton University
57. [Ertter, Wendy @Ertter](#) Manages digital analytics group with emphasis on usability, information architecture, digital marketing, and project management. Formerly led the team of data analysts and optimization specialists at a digital marketing agency. Senior Manager, Analytics, Search Discovery
58. [Escrig, Teresa](#) Author of more than 90 publications in qualitative artificial intelligence, a field which aims to transform data into knowledge by extracting the most relevant aspects of that data for particular applications. Managing Director, Accenture
59. [FauntLeRoy, Michelle](#) Has created analytical solutions for industries as diverse as insurance, retail and manufacturing. Director of Database Marketing, Sirius XM Radio
60. [Ferdowsi, Zahra](#) Invented a patent-pending predictive model for merchant return rate. Created best prospect lists to guide sales efforts. Data Scientist, Snapchat
61. [Fritzsche, Donna](#) Supports information architecture, taxonomy, content strategy and metadata solutions for clients such as Thomson Reuters, Monster, and Levis. Consultant, Information Architecture, Semantics, Ontology, and Metadata Architecture, Hummingbird Design
62. [Fuentes, Melaine @MelaineFuentes](#) Implemented analytics programs aligned to business goals. Established and enforced tagging architectures. Sr. Analytics and Insights Consultant, Cardinal Path
63. [George, Janet](#) Building cognitive computing capabilities for a major IT and services company. Chief Data Officer, WD, a Western Digital Company
64. [Gottlich, Gretchen](#) Leads and turns around Big Data and other complex IT solutions. Strategic Big Data Integration Business and IT Architect, Wallace Rose Investments
65. [Grady, Nancy @nancygrady](#) Develops knowledge-from-data systems. Leads research and development projects to leverage mobile, big data, and social media technologies to put more information into the hands of analysts and citizens. Chief Data Scientist, SAIC

66. [Gregory, Judith](#) Leads a research and design lab that integrates interaction design, game design, digital media & learning, medical and health informatics, and design by youth. Co-Director, EVOKE & Values in Design Lab. Associate Adjunct Professor, Informatics, UC-Irvine
67. [Groshen, Erica L.](#) Headed an independent government research agency focused on labor markets over the business cycle, regional economics, wage rigidity and dispersion, the male-female wage differential, and the role of employers in labor market outcomes. Former Commissioner, U.S. Bureau of Labor Statistics. Visiting Senior Scholar, Cornell University Industrial and Labor Relations School
68. [Gupta, Alka](#) Develops propensity, segmentation and risk models for an S&P 500 retailer. Senior Manager Marketing Analytics, Staples
69. [Hamilton, Laura @lauradhamilton](#) Redesigned mobile website guided by A/B experiments, increasing conversions by 9.4% and driving annualized bookings lift of \$59M. Drove implementation of multi-brand strategy, oversaw the migration of acquired brand apps and website to new tech stack in less than 6 months and ahead of schedule. Head, Consumer Web, International, and LivingSocial, Groupon
70. [Han, Wei](#) Developed product-search Head Query (popular item) Targeting (HQT) algorithm. Collaborated with product team to test HQT as a value-add feature. Analyzed A/B test for product listing titles. Data Scientist, WalmartLabs
71. [Haney, Carol @carolsuehaney](#) Led formative research for Centers for Disease Control anti-smoking ads from message platform development through copy testing, working with Legacy Foundation, Arnold Worldwide, the Plowshare Group, and Golin Harris. Senior Research and Data Scientist, Qualtrics
72. [Havasi, Catherine @havasi](#) Co-founded and now leads text understanding company Luminoso. Runs the ConceptNet project, a large open data repository of common sense knowledge freely available online. Cofounded Learning Unlimited, a nonprofit devoted to creating educational opportunities for high school and middle school students, and providing leadership and teaching opportunities for college students. CEO, Luminoso
73. [Heidelberg, Joanne](#) Conducts research on diverse topics from statistical issues in cyber security to degradation of materials. Fellow of the American Statistical Association. Scientist, Los Alamos National Laboratory
74. [Howard, Cheryl](#) Specialist in public sector fraud and insider threat detection. Profiled in *Journeys to Data Mining: Experiences from 15 Renowned Researchers*. Senior Managing Consultant, IBM.
75. [Howe, Erin @erinehowe](#) Leads sales operations to manage growth and scale of the organization. Responsibilities include sales analytics, incentive compensation and sales enablement. Director, Worldwide Sales Operations, Duo Security
76. [Hu, Patricia S.](#) Manages the preeminent source of statistics on commercial aviation, multimodal freight, and transportation economics. Director, Bureau of Transportation Statistics, Department of Transportation
77. [Hunt, Courtney](#) Creator of the Digital Transformation Model, a framework for bringing bricks and mortar organizations into the digital space, which integrates analytics and data governance with broader business issues including leadership and change management. Principal, The Denovati Group

78. [Idoine, Carlie @CarlieIdoine](#) Leads analytics research at a major industry analyst firm. Focus areas include business analytics and data science toolsets and approaches, citizen data scientists, optimization, strategies, organization, and processes. Research Director for Business Analytics and Data Science, Gartner
79. [Interian, Yannet](#) Mines tracks of users as they traverse the web. Co-founded and led the development of machine learning algorithms at Akualab Inc. Assistant Professor of Analytics, University of San Francisco
80. [Irony, Telba](#) Directs scientific review and research on biologics for human use. Deputy Director, Office of Biostatistics and Epidemiology, Center for Biologics Evaluation and Research, US Food and Drug Administration. (PS. Have you ever heard a cooler name?)
81. [Jaffe, Stacey @staceyjaffe](#) Cultivates aspiring teachers. Uses testing methods to identify most effective channels, images, copy and layout for recruiting new teachers. Vice President, Digital Content and Channels, Teach for America.
82. [James, Kathleen](#) Oversees communication and administrative functions of a major government statistical agency. Chief Administrative Officer, Bureau of Economic Analysis, US Department of Commerce
83. [Kestle, Jan](#) Founded a marketing and analytical services company. Named One of Top 10 Women in Direct Marketing in Canada 2010 by Direct Marketing News. President, Environics Analytics
84. [Kiss, Michele @michelejkiss](#) Leads the analytics practice at an influential digital analytics consultancy. Senior Partner, Analytics Demystified
85. [Kobler, Judith @jskjudith](#) Leads strategic consulting practice which brings new technologies and methods to retailers, manufacturers and vendors in the home furnishings market. Provides new business development marketing research. Director Business Development & Strategy, Strategic Decisions. CEO, Dialectics
86. [Kortum, Natalie](#) Data-driven marketer who developed a patented process for optimization of marketing spend. Data Science Leader, Quadratic Insights
87. [Kulkarni, Radhika](#) Leads development for some of the world's most widely-used analytics software. Vice President, Advanced Analytics R&D, SAS Institute Inc.
88. [Kumar, Madhuban](#) Leads a service provider offering a cloud based real-time decision engine. Former venture capitalist. CEO, Metafused
89. [Lasswell, Becky](#) Directed targeting and communication strategies resulting in client profits increasing from \$140 million to \$250 million. Senior Director, Strategy and Analytics, Anthem Marketing Solutions
90. [Le, Tam](#) Performs analytics to drive use of programmatic advertising. Designs experiments for cross media surveys, tests and tracking. Tests new methods to track performance. Develops sales and marketing mix models using econometric techniques. Managing Editor, Vietnambot. Programmatic Insights Lead, Google
91. [Lee, Stephanie](#) Drives top-line sales growth by making operations less costly and more productive. Leads teams, emphasizing collaboration, communication and continued growth and development. Director of CRM, Outlook Amusements

92. [Leite, Nicole @nicolerawski](#) Writes cool and practical articles with titles like “Ten Signs You Don't Understand Web Analytics” and “Web Analytics for Marketers who Hate Numbers”. Digital Marketing Analytics Consultant, Ambitny
93. [Li, Jialing](#) Tackled projects from improving accuracy of contextual sensing on smart devices to RNA imaging and modeling of gene networks as finite state machines. Machine Learning Engineer, Apple
94. [Liddel, Emily @eliddel](#) Executive Editor of the Bureau of Labors Statistics’ influential publications *Monthly Labor Review*, *Beyond the Numbers*, and more. New media work featured in New York Times article [L.O.L.’s from the B.L.S.](#) Division Chief for Bureau of Labor Statistics Publishing
95. [Liddy, Elizabeth D.](#) Tackles information extraction applications including question-answering, cross- language retrieval and summarization in wide-ranging domains such as crisis management, patents and public health. Founded software company Textwise. Dean and Trustee Professor in the School of Information Studies (iSchool), Syracuse University
96. [Lister, Kate @FutureWorkforce](#) Builds business cases for alternative work strategies and workplace flexibility. Led synthesis and cataloging of over 4000 studies and news items on workplace strategy to develop a unique information resource on workplace analytics. President, Global Workplace Analytics
97. [Louka, Anastasia](#) Industrial-organizational psychologist focused on assessment, test design, implementation and validation. Senior Data Analyst, Verizon
98. [Lu, Shan \(Susie\) @datatoviz](#) Integrates rigorous training in both industrial engineering and art into visualization projects from executive dashboards to basketball insights. Senior Data Visualization Engineer, Netflix
99. [Lynch, Anita](#) Leads data engineering and analytics for a major television entertainment company. Helped scale the Apple iTunes business globally. Led the data and analytics team for Amazon Prime Now. Vice President, Data Architecture and Analytics, Disney ABC Television Group
100. [Madans, Jennifer](#) Ensures that we have accurate, complete and timely information about the health of Americans. Fellow of the American Statistical Association and an elected member of the International Statistical Institute. Associate Director for Science and Co-Deputy Director, National Center for Health Statistics, Centers for Disease Control
101. [Malkani, Suneetha @intelspotter](#) Provides B2B and C2C marketing strategy, operations and analytics support for startups. Independent Consultant
102. [Mannion, Helen](#) Heads analytics for a mobile telecommunications network. (Plus – her boss from an earlier role bragged that she initiated a Big Data analytics program and instituted half-life modeling on campaign response, making it possible to assess campaign success within 5 hours of launch.) Head of Business Intelligence at giffgaff
103. [Marin, Nena](#) Sets technological direction for key products in the predictive analytics and Big Data space. Has 2 PhDs! Data Scientist, Apple
104. [McDermott, Jodi @widgetgirl](#) Manages talent assessment and development products used by Fortune 500 companies. Chief Product Officer, Talent Assessment, CEB/Gartner
105. [McKenna, Mary](#) Develops intelligent virtual assistants for business. Director of Product Management, Interactions

106. [McNeill, Lori](#) Provides data-driven information to improve websites and e-commerce. Organized data flow and analytics for a website so complex it has thousands of subdomains. Strengths include optimization, customer intelligence, and web analytics for e-commerce. Analytics and Conversion Optimization Specialist, Elements Behavioral Health
107. [Medelyan, Alyona @zelandiya](#) Heads a customer feedback analysis solutions company. Led New Zealand's first natural language processing consultancy. Author of the Open-Source automatic topic indexing tool Maui. CEO, Thematic
108. [Ming, Vivienne @neuraltheory](#) Guides algorithms research in educational technology and predictive learning analytics. Founded three startups – Augniscient, Conga and Socos. Chair, StartOut.org. Executive Chair, Socos
109. [Minnick, Kimi](#) Manages pricing strategy calculations, changes, and implementation for loans and lines of credit. Analyzes rate concessions. Director - Marketing Analytics, Business Real Estate Finance, Wells Fargo
110. [Kvamme, Megan](#) Heads analytics startup focused on helping businesses get more value from their data. Enables clients to visualize connections among companies, people, products, elections and other entities. CEO, FactGem
111. [Moore, Lauren S.](#) Uses dirty and disparate data to optimize business practices. Heads analytics for a food sustainability technology company. Holds five patents related to online traffic and behavior. Formerly led analytics team for a digital advertising technology firm. Data Advisory Board Member, USA for UN High Commissioner for Refugees. VP Data Strategy and Data Sciences, Indigo
112. [Moretti, Carey @CareyMoretti](#) Helps clients identify meaningful applications and leverage Big Data sources. Seasoned practitioner in iterative data warehouse development. Former President, The Data Warehousing Institute, San Diego Chapter. VP, Consulting Consultant, Trace3
113. [Moulton, Lynda @lwmtech](#) Leads a text management and information retrieval consultancy. Focuses on performance standards and process improvements for e-discovery and findability. Principal, LWM Technology Services
114. [Mullins, Carol](#) Runs the IT organization behind labor research such as national unemployment statistics, worker compensation surveys and more. Associate Commissioner for Technology and Survey Processing, Bureau of Labor Statistics
115. [Mulrow, Jeri](#) Leads research on crime, criminal offenders, victims of crime, and the operation of justice systems at all levels of government. Fellow, American Statistical Association. Acting Director, Bureau of Justice Statistics, US Department of Justice
116. [Naymark, Joan](#) Key public data use advocate. Director, Minnesotans for the American Community Survey
117. [Nee, Emilie @emiliennee](#) Linguistics researcher who has published more than a dozen French language works on written language and discourse. Assistant Professor, Université Paris Est Créteil. Senior Lecturer, Université Paris Sorbonne Nouvelle
118. [Neri, Patricia](#) Designer of large-scale mathematical optimization systems. Edelman Award committee member. Principal Technical Consultant, SAS Institute

119. [O’Neill, Kate @kateo](#) Marketer who evangelizes the use of web analytics and optimization in proper context for profitable results. Provocative speaker, offering topics such as “Smart, Scalable, and Sophisticated: How to Optimize Your Marketing, Not Just Your Conversion Rate”, and “Analytics, Search, Social Media, and Optimization: Why Has Marketing Gotten So Geeky?”
Principal, KO Insights
120. [Ormanidou, Elpida @eormani](#) Leads analytics for a major fashion retailer. VP Advanced Analytics and Testing, Chico's FAS
121. [Parker, Eloise K.](#) Manages complex, large-scale data collection operations. Performs policy work on records management, linkage and privacy. Leads survey research on American households. Assistant Director for Demographic Programs, US Census Bureau, US Department of Commerce
122. [Pastor, Judy](#) You wanna hear about big data? Really big? And doing challenging, practical stuff with it? Talk to Judy Pastor. Bonus: she’s the funniest operations research expert on the planet. Manager, Operations Research and Data Mining, American Airlines.
123. [Patel, Bansi @bansi](#) Manages programs in social media monitoring and digital analytics. Associate Director, Merkle
124. [Pearson, Gina](#) Directs internal and external communication for a major government statistical agency. Sets communications policies and standards, web development and content, media relations, outreach and education. Assistant Administrator for Communications, Energy Information Administration, US Department of Energy
125. [Persad, Ria](#) Heads an energy risk software company. Renewable Energy World and Power Engineering 2013 International Woman of the Year. CEO, StatWeather
126. [Pettit, Annie @LoveStats](#) Conducts research on research. Evaluates data analysis processes. Advocates for use of rigorous analysis methods in the unrigorous world of social science. Serves on CASRO, ESOMAR, and MRA social media research committees. Market Research Trainer and Advisor, Annie Pettit Consulting
127. [Picanso, Renee](#) Furthers understanding of the food supply and other agricultural production. Oversaw the Census of Agriculture, Survey Administration, Survey Sampling, Data Collection, and List Frame activities. Associate Administrator, National Agricultural Statistics Service, US Department of Agriculture
128. [Polavarapu, Nalini](#) Heads digital strategy for product development. Leads cognitive pipeline development and prescriptive product placement IT and analytics strategy. Formerly led a team of analysts focused on corn breeding. Digital Innovations Lead, Monsanto Company
129. [Pollock, Meredith](#) Conducts analysis for the banking and financial services industry, including issues such as risk management and payment and deposit account fraud. Inspires the next generation of analytics geeks with her story on the NPR blog, [How I Became A Research Nerd](#). Senior Research Manager, American Bankers Association
130. [Ponnappalli, Sri Priya @priyaponnappalli](#) Engineers mathematical models for big data applications from finance to biology. Helps clients productize models. Senior Data Science Consultant, Genentech
131. [Priestley, Jennifer Lewis](#) A professor who brings significant industry experience to the classroom. While at Visa, developed customer relationship management strategy for Scottish

- and Irish credit and debit issuing banks, developed and managed statistical benchmarking system for all UK VISA issuing banks. Associate Dean, Graduate College, Professor of Statistics and Data Science, Kennesaw State University
132. [Quirnbach-Brundage, Yvonne](#) Computational linguist, designer, and development leader for linguistic software. Senior Linguistic Program Manager at Appen
 133. [Rae, Nikki @AnalyticsGirl](#) Implements and interprets web analytics to help clients improve usability, accessibility, information architecture, data mining and search marketing. Managing Director at Future Insight Analytics
 134. [Rater, Barbara](#) Oversees census planning, survey administration and data collection for a major government statistical agency. Conducted international development work aimed at helping developing countries measure agricultural productivity. Director, Census and Survey Division, National Agricultural Statistics Service, US Department of Agriculture
 135. [Ray, Alisa](#) Benchmarks large employer healthcare needs. Formerly, Executive Director and Chief Executive Officer at Certification Commission for Health Information Technology - the person that government committees look to for guidance on healthcare data management concerns. Vice President, Benchmarking and Analysis, National Business Group on Health
 136. [Rivers, Emilda B.](#) Leads collection, analysis, and sharing of objective data on science and engineering activity. Deputy Division Director, National Center for Science and Engineering Statistics, National Science Foundation
 137. [Roberts, Greta](#) Leader in application of predictive analytics for human resources. CEO of Talent Analytics.
 138. [Sales, Mathy](#) Heads continuous improvement program for a major coach transportation company. Previously led maintenance support and fleet management analytics, process and tools strategy, warranty management, parts management and analytics across more than 250 operating locations. Vice President of Operational Excellence, National Express
 139. [Schwenk, Helena](#) Leads Big Data and analytics research projects. Research Manager, Big Data & Analytics, IDC
 140. [Scovill, Krista](#) Integrates insurance policyholder data with demographics and financial information to develop models and support business decision processes. Mentors junior and intermediate analysts. Data Analytics Consultant, Sun Life Financial
 141. [Sedenko, Irina](#) Helps clients create content analytics strategy and define solutions architecture, with focus on text analytics. Owner, Sedenko Consulting Inc.
 142. [Seiler, Marianne](#) A veteran of Accenture who is now shaping the next generation of analytics talent. Graduate Faculty, Masters in Predictive Analytics, Northwestern University and Masters in Applied Analytics, Columbia University
 143. [Shabazz, Alia M.](#) Guides education and career development of research workforce. Won Award of Excellence for leadership in improving ERS workplace satisfaction by ensuring staff participation in the Federal Employee Viewpoint Survey, creatively analyzing the data, and implementing an action plan. Training and Career Development Officer, Economic Research Service, US Department of Agriculture

144. [Sharma, Sweta @Sweta6](#) Work across functions to ensure smooth management and business operations. Cofounded and led operations of a social media analytics and engagement platform. Co-founder, Simplify360. CEO, Melloto
145. [Shiga, Amanda @AmandaShiga](#) Founded Marketing Science practice for a global digital agency. Focuses on marketing ROI, machine learning. Vice President, Marketing Science, Valtech
146. [Shyr, Jing](#) Luminary expert in developing data analysis tools. Fellow and Chief Statistician at IBM.
147. [Simon, Robin](#) Consults in health intelligence, providing data-driven information on healthcare trends and best practices. Has consulted in varied industries including retail and CPG, advising on pricing, product portfolio management and advertising. President, SimonSez Consulting Corp.
148. [Singh, Itti](#) Creating the analytics infrastructure for a major watch and jewelry maker. Manager - Analytics & Insights, Titan
149. [Singson, Maria](#) Leads an analytical consulting firm. Mentors startups. President and CEO, twoMS.co
150. [Sipes, Tamara](#) Data miner who has taken on applications in medical, biotechnology, space physics, and smart energy, now leading an advanced data analytics teams engaged in machine learning, predictive modeling and computational algorithms. Co-founder, CureMetrix. Director of Commercial Data Science, Optum
151. [Smalley, Claudia](#) Leads analytics program for a major pharmaceutical firm. Chairman, Digital Analytics Association Chicago Chapter. Senior Manager, Emerging Analytics, AbbVie
152. [Soulie-Fogelman, Francoise](#) Respected consultant in analytics. Key figure in leadership of the Association for Computing Machinery's SIGKDD Conference on Knowledge Discovery and Data Mining. Former VP of Innovation at a major analytics software firm, where she led development of new analytics methods and business applications. Professor, School of Computer Software, Tianjin University
153. [Squier, Laura](#) A crack data miner with insider knowledge of several key data mining software firms. Predictive Analytics Associate Partner, IBM GBS, IBM
154. [Starr, Barbara @BarbaraStarr](#) Builds bridges from GS1 US technologies (bar codes, item numbers and so on) to digital communities. Integrates e-commerce with semantic technologies. Principal, SemanticFuse
155. [Stoesz, Anna](#) Consumer insights insider who has led research teams at food biggies Pillsbury, Nabisco and General Mills. VP Client Insights, IRI.
156. [Subramanian, Radhika @radhikaAtEmcien](#) Leads data analysis software firm, Emcien. Founder of Big Data Mornings, an Atlanta business forum "designed to serve and represent the do-ers within the data economy." CEO of Emcien Corporation
157. [Subramanian, Vidya](#) Leads marketing and sales analytics programs. Builds data driven organizations spanning the globe. Author, Adobe Analytics with SiteCatalyst and Co-author, McGraw-Hill's PMP Certification Mathematics. Analytics Leader, Apple
158. [Sudan, Nikita](#) Writes on analytics applications such as "Modeling Software Evolution with Game Theory" and "Using Social Network Information in Recommender Systems". Data Scientist, Walmart Labs

159. [Sun, Fiona](#) Heads analytics to support decisions around rapid changes in markets and customer behavior and recommend strategic solutions for large investments impacting Visa's brand. Director Analytics, Visa
160. [Sweger, Becky](#) Takes on government data and makes it do her bidding. Data and Software Engineer, 18F, U.S. General Services Administration
161. [Talton, Sheila @sheilatalton](#) Founded a predictive modeling consultancy focused on healthcare and financial services. Led international consulting services for Cisco, one of the largest IT services firms. Director, John Deere Construction & Forestry Company. Director, OGE Energy. CEO, Gray Matter Analytics
162. [Thompson, Sarahelen "Sally"](#) Formulates strategy, policy and plans to improve and expand research on the American economy. Conducts research on the performance of agricultural and food markets, futures markets, and agricultural economic history. Adjunct Professor, Agricultural Economics, Purdue University. Deputy Director, Bureau of Economic Analysis, US Department of Commerce
163. [Tomlin, Linda @linmagic](#) Developed, delivered and implemented business intelligence solutions. Expertise includes investment banking, financial reporting, credit risk, market data, media & internet reporting. Programme Manager - Operations Projects and Systems, Meggitt
164. [Treptow, Rebecca](#) Consults in enterprise data analysis for healthcare, retail, CPG, banking, air travel and logistics. Provided analytics and strategy for clients including Walgreen Co, Leo Burnett, Chase Bank, Delta Airlines, and Intel. Consultant, Blue Health Intelligence
165. [Truxillo, Cat](#) Leads curriculum development for statistical analysis, data mining and optimization at a major analytics software and services firm. Manager, Analytical Education, SAS Institute Inc.
166. [Vernon, Mona M. @monavernon](#) Oversees R&D, AI Center of Excellence, blockchain engineering, and digital experience design delivery. Founded 7 global innovation labs. Oversees start-ups and academic investments. Chief Technology Officer, Thomson Reuters Labs
167. [Verspoor, Karin](#) Builds tools to support biological discovery, Advances the world's understanding of how to use text mining to advance science, especially in biology. Associate Professor in the University of Melbourne's Department of Computing and Information Systems
168. [Wahba, Grace](#) Fellow of five professional societies in analytics and sciences. Cited in more than 25,000 research papers. Bascom Professor of Statistics, Professor of Department of Biostatistics & Medical Informatics, Professor of Computer Sciences, University of Wisconsin
169. [Walsh, Martha](#) Directs market research to drive marketing, communication and product development activities for developing B2B and B2C markets. Leads qualitative and quantitative research in Asia, Europe and the U.S. Director, Global Customer Insights & Analytics, Health & Wellness, Consumables SBUs, Walmart
170. [Wang, Cindy](#) Founded and leads a web analytics software firm. Co-Founder and COO at SkyGlue.com
171. [Watier Ong, Katherine @kwatier](#) Provides online marketing strategy for business. Analytics specialties include social media benchmarking and analytics implementation. Formerly led execution of online marketing, social media, and mobile strategies for marketing agency clients

- Cleveland Clinic, and Clorox, among others. Guided campaigns drawing millions of visitors monthly. Owner, WO Strategies
172. [Watts, Shelly @thoughtfulmssns](#) A fundraiser who helps others become better fundraisers. Led a dazzling session that put heart into evaluation of social media tactics for Giving Tuesday fundraising, all the while insisting she's neither a public speaker nor a "data person." Take it from me, she's a great speaker, and pretty darned clear on the role and significance of data in fundraising. Consultant, Thoughtful Missions. Director of Development, Central City Integrated Health
 173. [Weinberg, Marca](#) Manage research that provides information and analysis on farming and other rural industry. Has investigated issues such as water quality-quantity tradeoffs, Federal water policy reform, and the economic implications of the Federal Endangered Species Act. Director, Resource and Rural Economics Division, Economic Research Service, US Department of Agriculture
 174. [Wiens, Jenna](#) Researches research interests intersection of machine learning and healthcare. Developing new approaches for patient risk stratification to reduce infections, save lives and improve quality of life. Assistant Professor, Computer Science and Engineering, University of Michigan.
 175. [Willett, Claire @clairedwillett](#) Wielding deep technical expertise to explore the journey of website visitors. Presented a deep dive into the how-to of tracking customers as they explore the nooks and crannies of a consumer website. Senior Manager, Data Solutions, Condé Nast.
 176. [Williams, Erica](#) Created and executed marketing plans nearing \$100 million in business. Launched new household products based on consumer research. Now leads consumer research team for a major consumer products company. Manager, Consumer Insights & Market Research, Morton Salt.
 177. [Williams, Jessica @mediametricsgal](#) Enhancing understanding of target markets with clues from social media. Global Innovation Marketing and Analytics Leader, Visa.
 178. [Williams, Laurie](#) One of the analytics community's rarest (and most precious) birds: a specialist in software reliability analysis. Interim Department Head and Professor, North Carolina State University Department of Computer Science
 179. [Wright, Yuan](#) Champions e-commerce evolution with emphasis on pricing, site optimization, and site transformation. Built digital analytics system for top 5 US e-tailer Officedepot.com. Senior Director, Balfour.com and Artcarved.com
 180. [Yeung, Alysa](#) Directs financial analysis team for a major insurance company. Formerly led global analytics initiatives in applications as diverse as workforce and compensation, database marketing and credit for a major international bank. Head of Commercial Casualty Data & Information, AIG
 181. [Young, Linda](#) Oversees continual improvement of data collection and analysis processes for the US Department of Agriculture. Chief Mathematical Statistician and Director of Research and Development, National Agricultural Statistics Service
 182. [Young, Linda](#) Oversees efforts to continually improve data collection and sharing on every facet of U.S. agriculture. Chief Mathematical Statistician and Director, Research and Development Division, National Agricultural Statistics Service, US Department of Agriculture

183. [Yu, Yan](#) Published statistical finance research on topics as diverse development of new statistical estimation techniques, understanding Medicaid expenditures on antidepressant drugs, and the Shanghai Stock Composite Index. Consults for clients including Credit Suisse First Boston, General Electric and the National Institutes for Health. Associate Editor for Journal of American Statistical Association and Statistica Sinica, the leading journals in Statistics. Professor of Business Analytics, Carl H. Lindner College of Business, University of Cincinnati.
184. [Zhang, Vivian Shangxuan](#) Cultivating next-generation analytics talent. Adjunct Professor, Stony Brook University. CTO/Chief Data Scientist, NYC Data Science Academy. CTO/Chief Data Scientist, Supstat Inc
185. [Zhao, Chen](#) Leads analytics teams. Currently in marketing insights with a popular analytics software firm. Former led projects focused on large-scale display and mobile advertising. Director of Marketing Analytics and Insights, Tableau Software
186. [Zou, Kelly H.](#) Biostatistician. Fellow of the American Statistical Association. Author of more than 110 peer-reviewed papers. Senior Director at Pfizer