



**BIG DATA**

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# Interdisciplinary Data Sciences



\* IDSC Seminar Series \*

**Mathematics & Statistics Colloquium**

**March 23, 2017 1:45p.m.-2:45pm**

**Location: ENC 1002**

**Presents**

**Dr. Jennifer Lewis Priestley, Ph.D.**  
Professor of Statistics and Data Science  
And Ph.D. in Analytics and Data Science Program  
[Department of Statistics and Analytical Sciences](#)  
[College of Science and Mathematics](#)  
Kennesaw State University  
1000 Chastain Road, Kennesaw, GA30144  
<http://facultyweb.kennesaw.edu/jpriestl/index.php>

**Title: Role of the Ph.D. in Data Science**

**Abstract:** As the demand for deep analytical skills continues to outpace the supply of talent, universities across the country have responded by working with the private and public sectors to develop programs in data science to help close the talent gap. This talk will provide an overview of the landscape of data science programs, with particular emphasis on the nascent doctoral programs in data science.



**Biography:** Dr. Priestley is a Professor of Applied Statistics and Data Science at Kennesaw State University, where she is the Director of the Center for Statistics and Analytical Services. She oversees the Ph.D. Program in Advanced Analytics and Data Science, and teaches courses in Applied Statistics at the undergraduate, Masters and Ph.D. levels. In 2012, the SAS Institute recognized Dr. Priestley as the 2012 Distinguished Statistics Professor of the Year. She served as the 2012 and 2015 Co-Chair of the National Analytics Conference. Datanami recognized Dr. Priestley as one of the top 12 “Data Scientists to Watch in 2016.” Dr. Priestley has been a featured speaker at SAS Analytics, Big Data Week, Technology Association of Georgia, Data Science ATL, The Atlanta Chief Data Officer Summit, The Atlanta CEO Council, and dozens of corporate events addressing issues related to advanced analytics and the challenges and opportunities of “Big Data”. She has authored dozens of articles on Binary Classification, Risk Modeling, Sampling, Applications of Statistical Methodologies for Problem Solving as well as several textbook manuals for Excel, SAS, JMP and Minitab. Prior to receiving a Ph.D. in Statistics, Dr. Priestley worked in the Financial Services industry for 11 years. Her positions included Vice President of Business Development for VISA EU in London, where she was responsible for developing the consumer credit markets for Irish and Scottish banks. She also worked for MasterCard International as a Vice President for Business Development, where she was responsible for banking relationships in the Southeastern US. She also held positions with AT&T Universal Card and with Andersen Consulting. Dr. Priestley received an MBA from The Pennsylvania State University, where she was president of the graduate student body, and a BS from Georgia Tech. She also received a certification from the ABA Bankcard School in Norman, OK, and a Certification in Base SAS Programming, and a Business Analyst Certification from the SAS Institute.

IDSC Contact:  
Dr. K. Ramachandran  
University of South Florida  
4202 E Fowler Ave, CMC317  
Tampa, FL 33620-5700  
E-mail: [ram@usf.edu](mailto:ram@usf.edu)  
Telephone: (813)-974-1270  
Fax: (813)-974-2700  
<http://idsbigdata.com/>