



Raymond A. Mason
School of Business
WILLIAM & MARY

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Experts named to advise Business Analytics Program

Industry leaders will guide Mason School students, faculty and administrators

WILLIAMSBURG, Va.—National experts in developing and using business analytics to help companies achieve higher performance levels have been named to the Advisory Board of the Business Analytics Program at the College of William & Mary's Raymond A. Mason School of Business.

The experts will advise Program Director Jim Bradley, as well as faculty and students, ensuring that subjects taught and opportunities provided in the program are the most relevant and useful in the rapidly growing area of business analytics.

"This is an important and increasingly recognized area of focus for many businesses and entire industries," Bradley said. "We're thankful for the guidance of this group of accomplished professionals. They are applying these techniques every day in the real world to provide some of the most valuable information for managers."

The Business Analytics Program at the Mason School is a unique program that allows participants to earn a Master of Science Degree in Business Analytics in 10 months. The program requires full-time enrollment and intensive coursework. Students complete the program as a cohort.

"We teach our students to understand and apply current technologies and methodologies for extracting knowledge and value from the data that many companies may already have," Bradley said. "But companies have told us that if analysts can't explain how they conducted their analysis, then the results don't matter because managers won't have sufficient confidence to implement them. That's why communications is such a vital part of the training we provide to our students."

The Mason School recently began offering the Business Analytics Program, recognizing the need for experts who could bridge the growing gap between the data that advanced business information systems can generate and firms' abilities to extract knowledge that enhances performance.

"We're creating business professionals who have all the essential skills to play important roles within their companies or as consultants," Bradley said. "There is such a demand right now for these experts. We're filling a need in the marketplace and helping companies become more competitive through analytics."

The members of the Advisory Board will regularly meet and consult with program administrators, faculty and students about course offerings, case studies, speaking opportunities and the end-of-year capstone program, in which students complete real-world projects for companies.

"Our Advisory Board members will help us keep our program relevant to and useful in the business world," Bradley said. "They are an impressive group that will help us help our students in many ways."

The members of the Business Analytics Advisory Board are:

- **Rick Andrews**, St. Louis, Senior Partner, KPMG LLP
- **Audrey Berger**, Dallas, Managing Principal, Quadratic

- **Michael J. Brooks**, Williamsburg, Va., Senior Vice President and Chief Marketing Officer, Ferguson Enterprises
- **Eric R. Druker**, St. Louis, Principal, Booz Allen Hamilton
- **Richard D. Glancy Jr.**, Richmond, Va., Vice President, Card Data Innovation, US Card, Capital One
- **Christer A. Johnson**, Washington, D.C., Principal, Advisory Services, EY
- **Bin Mu**, Washington, D.C., Vice President and Chief Analytics Officer, MetLife
- **Bryce Snape**, Washington, D.C., Senior Manager, Deloitte Advisory, Deloitte & Touche
- **Douglas M. Wagoner Jr.**, Washington, D.C., Sector President, SAIC
- **Greg Wallig**, Washington, D.C., Principal, Advisory Services, Grant Thornton

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