**DATA SCIENCE AND BUSINESS ANALYTICS**

UNC Charlotte is strategically positioned to provide executive programs that combine the power of analytics with strategic decision making to drive organizational performance. These programs bring faculty leaders from across the University and key business practitioners together to challenge executives and industry professionals to expand their abilities to make data-driven decisions in an increasingly complex and disruptive business environment.

**TOPICS INCLUDE**

- Analytics for Competitive Advantage
- Customer Analytics
- HR Analytics
- Innovation Analytics
- Health Informatics

**FACULTY SPOTLIGHTS**

**DR. CHRIS BLANCHETTE**

Extensive experience leading and managing clinical and health services research programs, teams, and departments in the pharmaceutical industry and in management consulting.

Research focus on using big healthcare databases to assess clinical and economic outcomes associated with the use of healthcare services for chronic diseases.

Editor-in-Chief for *Drugs in Context*, and a member of the editorial board for the *Journal of Medical Economics* and *Current Medical Research and Opinion*.

Areas of Expertise: Healthcare Data Sciences and Analytics, Epidemiology, Pharmacoepidemiology, Health Economics, Pharmacoconomics, and Pharmaceutical and Healthcare Marketing

**DR. JARED HANSEN**

Executive education, consultation, and project research for several companies, including Lowe’s, Ingersoll Rand, Wells Fargo, and Walmart.

Funded research examines business analytics and strategic innovation. Projects have included new insights into data-enabled design thinking, data visualization, survey design, and digital marketing strategy. Other funded research includes branding and marketplace positioning, measuring organizational health, and strategic business model innovation and market change.

Areas of Expertise: Creating Competitive Advantages with Big Data Analytics, Data Visualization and Storytelling, Mobile/Digital Strategy and Analytics, Survey and Qualitative Research, Systematic Innovation and Creativity, Competence and Capability Agility vs. Lock-in, Brand/Image Positioning, Firm and Market Strategy, Retail Marketing and Merchandising, CSR

**DR. MIRSAD HADZIKADIC**

Over 30 years of information technology experience working with leading information technology firms and universities.

Professional experience includes leadership roles in analytics and medical informatics with Carolinas HealthCare System, health systems integration management with Deloitte, and financial services analytics with MindValve.

Has served as Founding Dean of the College of Computing and Informatics, Chair of Computer Science, Founding Director of the Complex Systems Institute, Faculty Director of the Health Informatics Professional Science Master’s Program, and Director of the Data Science and Business Analytics Professional Science Master’s Program.

Areas of Expertise: Analytics, Cognitivie Science, Health Informatics, Complex Adaptive Systems, and Network Science