

**Office of Data Analytics (ODA), Organizational Chart Accessible Narrative  
Effective 07/17/2023**

The Office of Data Analytics (ODA) is a part of Finance and Business Strategy (FBS).

Brad Weiner leads Office of Data Analytics as the Chief Data Officer and has the following direct reports:

- Danielle Lyles, Director of Data Science
- Robert Stubbs, Director of Institutional Research
- Alex Viggio, Director of Faculty Information System
- Jessica Keating, Deputy Chief Data Officer
- Ben Croft, Director of Analytics Engineering
- Z Reisz, Director of Assessment, Insights, and Measurement

Jessica Keating, Deputy Chief Data Officer, has the following direct reports:

- Gena Welk, Project Manager
- Emilie Young, Principal, User Experience – Campus Insights and Assessment

Z Reisz, Director of Assessment, Insights, and Measurement:

- Kevin Hemer, Assistant Director of Assessment
- Crystal Baker, Assistant Director of Measurement Insights

Kevin Hemer, Assistant Director of Assessment, has the following direct reports:

- Aaron Zimmerman, Assessment Analyst

Crystal Baker, Assistant Director of Measurement Insights, has the following direct reports:

- Fran Costa, Senior Researcher
- Vince Darcangelo, FCQ Program Manager
- Osung Seo, Measurement Insights Analyst
- Michelle Kincaid, Measurement Insights Analyst

Danielle Lyles, Director of Data Science, has the following direct reports:

- John Nicholas Einterz, Data Scientist
- Hilary Maybee, Data Scientist
- Kathleen Lange, Data Scientist
- Eric Young, Data Scientist

Robert Stubbs, Director of Institutional Research, has the following direct reports:

- Perry Sailor, Assistant Director of Institutional Research
- Erika Swain, Assistant Director for Compliance and Authorization
- Zach Cramer, People Analyst and Institutional Researcher
- Mari Dark, Senior Institutional Research Analyst

Perry Sailor, Assistant Director of Institutional Research, has the following direct reports:

- Blake Redabaugh, Senior Institutional Research Analyst

Alex Viggio, Director of Faculty Information System, has the following direct reports:

- Don Elsborg, Lead Architect
- Vance Howard, Principal Enterprise Solutions Architect
- David Ottermann, Data Engineer

Ben Croft, Director of Analytics Engineering, has the following direct reports:

- Alysia Liao, Data Modeler & QA Analyst