

# LENDIE FOLLETT

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## EDUCATION

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<b>Iowa State University of Science and Technology</b> Ph.D. Statistics Department of Statistics Thesis: Bayesian contributions to the modeling of multivariate macroeconomic data	<i>2016</i>
<b>Iowa State University of Science and Technology</b> M.S. Statistics Department of Statistics Creative Component: Visual Inference for Multiple Choice Lineups	<i>2014</i>
<b>Iowa State University of Science and Technology</b> B.S. Statistics	<i>2012</i>

## ACADEMIC EXPERIENCE

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<b>Co-Director of Data Analytics Program</b> <i>Drake University</i>	<i>2023 - Present</i>
<b>Department Chair of Information Systems and Business Analytics</b> <i>Drake University</i>	<i>2023 - Present</i>
<b>Associate Professor of Business Analytics</b> <i>Drake University</i>	<i>2023 - Present</i>
<b>Assistant Professor of Business Analytics</b> <i>Drake University</i>	<i>2017 - 2023</i>
<b>Teaching Assistant</b> <i>Iowa State University</i>	<i>2012 - 2013</i>

## ACADEMIC HONORS AND AWARDS

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- EAB Rising Higher Education Leaders Fellow (2024)
- Fitzsimonds Fellow for Community Impact (2024)
- Research Achievement Award, Drake University (2023)
- Harry Wolk Research Award, Drake University (2023)
- Social Impact Award, Drake University (2023)
- Social Impact Award, Drake University (2022)

## SELECT INTELLECTUAL CONTRIBUTIONS

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1. Andrew Bryant, Lendie Follett, Daniel Beck, and Bryan Schlotterbeck. Food pantry client choice variety: one size does not fit all. *British Food Journal*, 2025
2. Lendie Follett and Heath Henderson. A hybrid approach to targeting social assistance. *Journal of Development Economics*, 160:103002, 2023

3. Lendie Follett and Brian Vander Naald. Heterogeneity in choice experiment data: A bayesian investigation. *Journal of Choice Modelling*, page 100398, 2023
4. Andrew Bryant and Lendie Follett. Hunger relief: A natural experiment from additional snap benefits during the covid-19 pandemic. *The Lancet Regional Health - Americas*, 10:100224, 2022
5. Heath Henderson and Lendie Follett. Targeting social safety net programs on human capabilities. *World Development*, 151:105741, 2022
6. Lendie Follett, Andrew Bryant, Daniel Beck, and Sarai Rice. Investigating the short and long-term effects of “nutritional-score” pricing on food pantry selections. *Appetite*, page 105692, 2021
7. Jordan Wilcoxson, Lendie Follett, and Sean Severe. Forecasting foreign exchange markets using google trends: Prediction performance of competing models. *Journal of Behavioral Finance*, 21(4):412–422, 2020
8. Lendie Follett and Brian Vander Naald. Explaining variability in tourist preferences: A bayesian model well suited to small samples. *Tourism Management*, 78:104067, 2020
9. Heath Henderson and Lendie Follett. A bayesian framework for estimating human capabilities. *World Development*, 129:104872, 2020
10. Lendie Follett and Cindy Yu. Achieving parsimony in bayesian vector autoregressions with the horseshoe prior. *Econometrics and Statistics*, 11:130–144, 2019
11. Lendie Follett, Simon Geletta, and Marcia Laugerman. Quantifying risk associated with clinical trial termination: a text mining approach. *Information Processing & Management*, 56(3):516–525, 2019
12. Simon Geletta, Lendie Follett, and Marcia Laugerman. Latent dirichlet allocation in predicting clinical trial terminations. *BMC medical informatics and decision making*, 19(1):1–12, 2019

#### **Under Review**

1. Follett, Lendie, Steven Kou, Matthew Stuart, Cindy Yu ”Inverse Leverage Effect: from Cryptocurrencies to Meme Stocks” Submitted to *Financial Econometrics*
2. Follett, Lendie and Andrew Bryant ”Trying to SNAP out of it: Navigating the Complexity of Food Assistance and Consumer Financial Vulnerability” Submitted to *Journal of Public Policy & Marketing*

#### **In Progress**

1. Lendie Follett and Heath Henderson and “Cash and Capabilities: Experimental Evidence from Kenya”
2. Various local food-insecurity-related projects and environmental good pricing projects

#### **COURSES TAUGHT**

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- Generalized Linear Models and Data Mining *Drake University*
- SAS and R *Drake University*
- Case Studies in Data Analytics *Drake University*
- Probability for Analytics *Drake University*

#### **PROFESSIONAL EXPERIENCE**

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**Senior Statistician**  
*General Dynamics Information Technology*

2016 – 2017

- Involved in several contracts concerning the management and analysis of Medicare claims data
- Research and implement forecasting and monitoring models for longitudinal Medicare expenditure and utilization data
- Develop interactive visualization tools in R

### **Agriculture Experiment Station (AES) Consultant**

August 2013 – May 2016

*Iowa State University*

- Provide statistical consulting support for faculty, staff, and grad students in any department associated with the Agriculture Experiment Station
- Design and analysis of experiments
- Provide support for R and SAS coding

### **Customer Analytics and Business Intelligence Intern**

Summer 2015

*The Principal Financial Group*

- Conducted independent research on current methodology for market mix models and attribution models
- Gave presentations focusing on modern statistical techniques and current market mix methodology to several audiences
- Wrote SAS and R code for implementing models

### **Statistics in the Community (StatCom)**

2014-2016

*Iowa State University*

- Provide pro bono statistical consulting to non-profit organizations
- Increase the perception of statistics through community-driven outreach

## **OUTREACH**

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- Board of Directors, DMARC Food Pantry 2023 - Present
- Volunteer, DMARC Food Pantry 2018 - Present
- OpportUNITY, United Way of Central Iowa 2020-2021

## **SERVICE**

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- Drake Management Review Editorial Review Board (2020-Present)
- Drake University College of Business and Public Administration Undergraduate Curriculum Committee (2020-Present)
- CBPA Research Committee (2019-2023)
- Drake University College of Arts and Sciences hiring committee for Computer Science (Fall 2019)
- Artificial Intelligence Major Advisory Committee (Fall 2019)
- Drake University College of Business and Public Administration - Assistant Professor Information Management and Business Analytics Hiring Committee (Fall 2018)
- Created and Delivered Introductory Bayesian Statistics Workshop (September 2018)

## **CERTIFICATIONS**

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- SAS Certified Base Programmer for SAS 9, October 2016
- Exam P/1: Probability