

# 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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- 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)

## INTELLECTUAL CONTRIBUTIONS

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1. Lendie Follett and Heath Henderson. A hybrid approach to targeting social assistance. *Journal of Development Economics*, 160:103002, 2023
2. Lendie Follett and Brian Vander Naald. Heterogeneity in choice experiment data: A bayesian investigation. *Journal of Choice Modelling*, page 100398, 2023
3. 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
4. Heath Henderson and Lendie Follett. Targeting social safety net programs on human capabilities. *World Development*, 151:105741, 2022

5. 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
6. 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
7. Lendie Follett and Brian Vander Naald. Explaining variability in tourist preferences: A bayesian model well suited to small samples. *Tourism Management*, 78:104067, 2020
8. Heath Henderson and Lendie Follett. A bayesian framework for estimating human capabilities. *World Development*, 129:104872, 2020
9. Lendie Follett and Cindy Yu. Achieving parsimony in bayesian vector autoregressions with the horseshoe prior. *Econometrics and Statistics*, 11:130–144, 2019
10. 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
11. 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
12. David McCord, Michi Matsukura, and Lendie Follett. Differentiating higher level homicides: An empirical analysis of the impacts of legal definitions in the real world, plus an illumination of the understudied crime of second-degree murder. *Drake L. Rev.*, 67:679, 2019
13. Johann F Coetzee, Drew R Magstadt, Pritam K Sidhu, Lendie Follett, Adlai M Schuler, Adam C Krull, Vickie L Cooper, Terry J Engelken, Michael D Kleinhenz, and Annette M O’Connor. Association between antimicrobial drug class for treatment and retreatment of bovine respiratory disease (brd) and frequency of resistant brd pathogen isolation from veterinary diagnostic laboratory samples. *PloS one*, 14(12):e0219104, 2019
14. Jay D Harmon, Steven J Hoff, Thomas J Baas, Yang Zhao, Hongwei Xin, and Lendie R Follett. Evaluation of conditions during weaned pig transport. *Applied Engineering in Agriculture*, 33(6):901–912, 2017
15. Adam Loy, Lendie Follett, and Heike Hofmann. Variations of q–q plots: the power of our eyes! *The American Statistician*, 70(2):202–214, 2016
16. MA Ibrahim, AM Merwad, EA Elnaka, CL Burras, and L Follett. Application of silicon ameliorated salinity stress and improved wheat yield. *Journal of Soil Science and Environmental Management*, 7(7):81, 2016
17. Heike Hofmann, Lendie Follett, Mahbubul Majumder, and Dianne Cook. Graphical tests for power comparison of competing designs. *IEEE Transactions on Visualization and Computer Graphics*, 18(12):2441–2448, 2012

### **Under Review**

1. Follett, Lendie, Steven Kou, Matthew Stuart, Cindy Yu ”Inverse Leverage Effect: from Cryptocurrencies to Meme Stocks” Submitted to *Financial Econometrics*

### **In Progress**

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

2016 – 2017

*General Dynamics Information Technology*

- 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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- 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-Present)
- 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

## TECHNICAL STRENGTHS

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<b>Documenting</b>	Latex, R Markdown, Knitr, Shiny, flexdashboard
<b>Programming</b>	R (tidyverse: ggplot2, dplyr), SAS, C++
<b>Other</b>	Rcpp, Rstan, Github, Panopto