

# Lendie Follett

**Drake University**  
**College of Business & Public Administration**  
**358 Aliber Hall**  
**2507 University Ave**  
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## Education

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### **Ph.D. Statistics**

Department of Statistics, May 2016  
Iowa State University of Science and Technology – Ames, IA  
Thesis: Bayesian contributions to the modeling of multivariate macroeconomic data

### **M.S. Statistics**

Department of Statistics, May 2014  
Iowa State University of Science and Technology – Ames, IA  
Creative Component: Visual Inference for Multiple Choice Lineups

### **Bachelors of Science in Statistics**

Department of Statistics, May 2012  
Iowa State University of Science and Technology – Ames, IA

**Research Interests:** Time series analysis, data visualization, consulting, Bayesian inference, MCMC, design and analysis of experiments, exploratory data analysis, statistical computing

## Teaching

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### **Instructor (Drake University)**

SAS and R: 1 section  
Probability for Analytics: 2 sections  
Generalized Linear Models and Data Mining: 4 sections  
Case Studies in Data Analytics: 1 section

### **Student Advisees**

2018-2019: 5 students

## Intellectual Contributions

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## Accepted for Publication (Peer Reviewed)

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**Follett, Lendie**, and Cindy Yu. "Achieving parsimony in Bayesian vector autoregressions with the horseshoe prior." *Econometrics and Statistics* (2019).

**Follett, Lendie**, Simon Geletta, and Marcia Laugerman. "Quantifying risk associated with clinical trial termination: A text mining approach." *Information Processing & Management* 56.3 (2019): 516-525.

McCord, David, 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 Under-studied Crime of Second-Degree Murder" Accepted at *Drake Law Review* (2019)

Harmon, Jay D., Hoff, S. J., Baas, T. J., Zhao, Y., Xin, H., & **Follett, Lendie** (2017) "Evaluation of conditions during weaned pig transport", *Applied Engineering in Agriculture*

Ibrahim, M. A., Merwad, A. M., Elnaka, E. A., Burras, C. L., & **Follett, Lendie** (2016). Application of silicon ameliorated salinity stress and improved wheat yield. *Journal of Soil Science and Environmental Management*, 7(7), 81-91.

Loy, Adam, **Lendie Follett**, and Heike Hofmann. (2016) "Variations of Q-Q Plots: The Power of Our Eyes!." *The American Statistician* 70.2 202-214.

**Follett, Lendie**, Heike Hofmann, and Ulrike Genschel. (2012). "Graphical Exploration of the Deepwater Horizon Oil Spill." *Computational Statistics* Print. Invited Submission.

Hofmann, Heike, **Lendie Follett**, Mahbubul Majumder, Dianne Cook. (2012). "Graphical Tests for Power Comparison of Competing Designs" *InfoVis* Print.

## Submitted papers

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Henderson, Heath and **Lendie Follett** "A Bayesian Framework for Estimating Human Capabilities" Submitted to *World Development*

Wilcoxson, Jordan, **Lendie Follett**, Sean Severe "Forecasting Foreign Exchange Markets Using Google Trends: Prediction Performance of Competing Models" Submitted to *Behavioral Finance*

**Follett, Lendie** and Brian Vander Naald "Sex, Politics, and Glacier Recession: A Bayesian

Investigation into what Drives Our Disagreements" Submitted to *Environmental and Resource Economics*

## Posters and Presentations

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"Real Time Monitoring of Medicare Cost and Usage Metrics: An application of a dynamic linear model" Presented in 2018 at Drake University's "First Friday Brown Bag Seminar."

*Graphical Exploration of the Deepwater Horizon Oil Spill.* Mathematics and Statistics Opportunities for Undergraduate Women, November 12, 2011, Iowa State University

*Graphical Tests for Power Comparison of Competing Designs.* Joint Statistical Meetings, July 30, 2012, San Diego, California

**Follett, Lendie**, Heike Hofmann, and Ulrike Genschel. "Graphical Exploration of the Deepwater Horizon Oil Spill." Joint Statistical Meetings 2011, Miami Beach, Florida

## Service

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Drake University College of Business and Public Administration - Assistant Professor  
Information Management and Business Analytics Hiring Committee (2018)

Created and Delivered Introductory Bayesian Statistics Workshop (September 2018)

CBPA Research Committee (2019)

## Professional Experience

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### Academic Positions

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*Assistant Professor of Business Analytics* 2017- Present  
Drake University

*Teaching Assistant* 2012-2013  
Iowa State University

*Introduction to Statistics, Statistical Computing*

*Tutor*

## Iowa State University

- Stat 500: Statistical Methods I Fall 2013
- Stat 510: Statistical Methods II Spring 2014
- Stat 512: Design of Experiments Fall 2014

## Consulting Experience

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*Agriculture Experiment Station (AES) Consulting* 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

*Statistics in the Community (StatCom)* January 2014-May 2016

### Member, Executive Committee

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

## Industry Experience

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*Senior Statistician* May 2016 – Present

### 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

*Customer Analytics and Business Intelligence Internship* May 2015 – August 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

## Honors & Awards

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- Dan Mowrey Consulting Excellence Award 2015

- Vera David Fellowship 2013
- Magna Cum Laude – Graduated with GPA over 3.70
- ASA Data Exposition – first place with poster titled “*Graphical Exploration of the Deepwater Horizon Oil Spill*”
- Phi Beta Kappa Honor Society
- Dean’s List: Fall 2010, Spring 2011, Fall 2011, Spring 2012
- Iowa State University Academic Recognition Award 2009-2010, 2010-2011, 2011-2012

### **Certifications**

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

### **Involvement**

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<i>STATers</i> (member)	Fall 2012 – Spring 2015
<i>STATers</i> (vice president)	Fall 2014–Spring 2015
<i>Graphics Working Group</i>	Fall 2011 – Spring 2015
<i>Statistical Inference Working Group</i>	Fall 2012–Fall 2013
<i>President of Undergraduate Statistics Club</i>	Fall 2010 – Spring 2012
<i>ISU Hockey Cheerleader</i>	Fall 2009 –Spring 2012

### **Professional Affiliations**

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<i>American Statistical Association, member</i>	2012 – Present
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