

Jennifer Lewis Priestley, Ph.D.

Professor of Statistics and Data Science at Kennesaw State University

Kennesaw, GA, US

Jennifer Lewis Priestley is the director of the Center for Statistics and Analytical Services at Kennesaw State.

Biography

Jennifer Lewis Priestley is a professor of applied statistics and data science at Kennesaw State, where she is also the director of the center for statistics and analytical services. She was recognized by the SAS Institute as the 2012 distinguished statistics professor of the year and regularly speaks at data and analytics conferences. She has authored many published articles on binary classification, sampling and application of statistical methodologies for problem solving, as well as several textbook manuals for Excel, SPSS, SAS and Minitab.

Prior to receiving a Ph.D. in statistics, Priestley worked in the financial services industry for 11 years. Her positions included vice president of business development for VISA EU; vice president for business development for MasterCard International; and additional positions with AT&T Universal Card and Andersen Consulting.

Priestley received an MBA from The Pennsylvania State University and a B.S. from Georgia Tech. She also received a certification from the ABA Bankcard School and a certification in Base SAS Programming and a Business Analyst Certification from the SAS Institute.

Industry Expertise

Education/Learning, Research

Areas of Expertise

Data Analysis, Statistics, Analytics, Data Mining, Statistical Modeling, Binary Classification, Credit Scoring, Market Research, Survey Analysis

Event Appearances

Unicorn Farms: What You Don't Know About Data Science Education in Atlanta

Data Science Education - KSU, Emory and Georgia Tech Perspectives

Education

Georgia State University

Ph.D. Decision Sciences

ABA Bank School

Certificate, with Honors Decision Sciences

Pennsylvania State University
MBA. Quantitative Business Analysis

Georgia Institute of Technology
B.S. Economics

Accomplishments

Datanami's People to Watch in 2016

Only female named to Datanami's inaugural selection of the best and brightest minds in Big Data.

2015 National Analytics Conference Chair

International conference presented by The SAS Institute

Distinguished Statistics Professor of the Year

Awarded by the SAS Institute.

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