

Joel T. Asay

204 Smith Hall • Xavier University • Cincinnati, Ohio • (513) 491-3453 • asayj@xavier.edu

Education

Creighton University, Heider College of Business, 2500 California Plaza, Omaha, NE 68178

- Doctor of Business Administration (*In progress, expected 2019*)

Xavier University, Williams College of Business, 3800 Victory Parkway, Cincinnati, OH 45207

- Master of Business Administration, Business Intelligence (*Aug 2015*)

Brigham Young University, A-41 ASB, Brigham Young University, Provo, UT 84602

- Bachelor of Science, Economics; Minor, Business Management (*Aug 2012*)

Experience

Xavier University, Williams College of Business, 3800 Victory Parkway, Cincinnati, OH 45207

- Visiting Professor (*Aug 2015 – Present*)

The American Dream Composite Index, 3800 Victory Parkway, Cincinnati, OH 45207

- Econometrician (*Dec 2014 – Present*)

Cincinnati Children's Hospital, 3333 Burnet Ave, Cincinnati, OH 45229

- Graduate Student Assistant (*Aug 2013 – Jan 2014*)

American Red Cross, Lewis and Clark Blood Services Region, 6616 S 900 E, Salt Lake City, UT 84121

- Research Assistant (*Nov 2012 – Aug 2013*)

Asay Computing Services, Salt Lake City, Utah; Flower Mound, Texas

- Small business owner, founder and CEO (*Oct 2007 – July 2011*)

Research Interests

- Health Informatics, EHR data mining, healthcare operations decision support systems
- Online education and telework
- Unconventional data mining including geospatial, image and media mining
- Parallel processing and GPGPU compute
- Compulsive technology use in the workplace and other anti-productive technology behaviors

Academic Manuscripts in Progress

1. Asay, J., Smith, G., "*Business Intelligence and the Millennials: Data Driven Strategies for America's Largest Generation*," submitted to The International Journal of Business Intelligence Research, June, 2016
2. Asay, J., "*Hospitals, Helipads and Housing Prices: An Illustration of Practical Geospatial Data Mining*", to be submitted to *MISQ-Executive* by February, 2017
3. Asay, J., Jacezko, M., Tolonen, D., Clifford, D., "*Working in my PJs: Measuring the effect of telecommuting on work-life balance*", pending journal selection

Conference Presentations and Workshops

1. Smith, G. and Asay, J., "*Teach Like a Gamer: Using Open-Source Software for Measurable Improvements in Student Engagement*, OLC-Accelerate, November, 2016
2. Asay, J., "*Using GIS as a practical tool for driving business intelligence strategies*", submitted for consideration to *ESRI's User Conference*, July 2018

Teaching Experience

Xavier University

- **Undergraduate:** *Average Instructor Effectiveness 4.7*
 - Systems Analysis and Design
 - IT Project Management
 - Introduction to Information Systems
 - Management of Information Technology
- **Graduate:** *Average Instructor Effectiveness: 4.8*
 - Data Mining
 - Introduction to Information Technology
 - Database Management

Achievements and Professional Memberships

- Selected to represent Xavier University in the *American College of Health Care Executive's Annual Stull Essay Competition*; "The Individual Mandate: Predictions from Behavioral Economics"
- Xavier University ETS award for receiving the highest score on the ETS Exam (99th percentile)
- Member of Beta-Gama-Sigma since August 2016
- Member of The American College of healthcare Executives since 2015

Consulting and Community Service

- Advisory Board Member, AXIS Health Innovations, Cincinnati, Ohio
- Directed a team of senior students in the design and implementation of an information system for management, storage and analysis of student field trip data in the Forest Hills School District, Cincinnati, OH.
- Consultant to The Jewish Hospital in Cincinnati Ohio, measuring the implications of changes to patient flow in the emergency department
- Consultant to Good Shepherd Catholic Montessori School on the transition from a traditional School Management Software to an open-source solution
- Consultant to the Xavier Center for Innovation, advising local entrepreneurs and student businesses including Spatial.io — one of Fortune magazine's top 10 new start-ups in automotive technology

Skills and Certifications

Software and Computing

- **Proficient in:** JMP, STATA, R, SPSS, ArcGIS 10, MySQL, Amazon Web Services, Bloomberg Professional, Microsoft Office Suite including Excel, Access and Publisher, Acrobat Pro and The Adobe Creative Suite
- **Experience with:** SAS, Hadoop, Apache Cassandra, Matlab, CUDA, Python, PHP, HTML and MongoDB
- Proficient in the use and management of personal computing hardware, Windows, Microsoft Server, OS X, and Linux Systems including Ubuntu and CentOS Server

Analytical Methods

- Econometrics
- Sentiment analysis
- Machine learning in R and Python
- Text Mining and lexical analysis
- Geospatial analytics using ArcGIS

Other

- Technology and computer consultant for several OEMs and consumer electronic companies including LG, BioStar, ASRock, Samsung, and Micro-Star International. A regular non-sponsored reviewer and contributor to the TechnologyGuide Media Group and ZDnet.
- Work on the American Dream Composite Index has been featured on CNBC, Fox News and continues to be featured on a regular radio program, white papers and periodicals.