

# *The Zink Center Leadership Seminar Series*

## **Jacob Dearmon - Riding the Orange Wave: Data-Driven Innovation Using Analytics**



Jacob Dearmon

Jacob Dearmon is the Director for the Ronnie K. Irani Center for Data Analytics at Oklahoma City University. After graduating from OSU's Chemical Engineering program, he spent a few years as a database programmer before returning to get his Ph.D. in Economics. His academic research is in machine learning algorithms and he has ongoing economic forecasting work with three of the top 20 US cities. He has worked as a consultant in several industries including Banking, Oil and Gas, Healthcare, Insurance, and Higher Education.

Theoretical models augmented by constants from coarse grained empirical observations are standard fare for engineers. In this seminar, we will extend this narrow concept of analytics to cover topics like prediction, explanation, efficiency, uncertainty and complexity with an eye towards business objective optimization within an economic framework using ML algorithms. We'll also discuss skills acquisition and how this process may evolve as your career progresses.

**Tuesday, March 28, 2023**

Alumni Center- Jones Seminar Room

Reception: 5:00pm

Seminar: 5:45pm

