Zhiwei Zhu, Ph.D.

707-877-6767　*　zhiwei.zhu@live.com

Business Analytics and Data Science Expertise

- An academic director of INFORMS award winning Business Analytics and Information management programs, a P&Q honored best undergraduate professor, and a Fulbright grantee for international education programs.

- A senior executive developed and led business data and analysis operations and data driven decisions in global and US insurance companies, specializing in business data infrastructure, data driven decision making strategy and process, data science and AI application.

Career Chronology

Clinic Assistant Professor & Academic Director of BS BAIM Program
Daniels School of Business, Purdue University   **2018 to present**

- Serving as the academic director of the Business Analytics and Information Management (BAIM) program to ensure its alignment with market demands and sustainable growth.

- Developing and teaching a range of core graduate and undergraduate courses including Advanced Business Analytics, Business Data Mining, Quality Management, Data Mining Lab, etc.

- Honored as one of the "Best Undergraduate Professors" by Poets & Quants in 2023.

- Awarded a grant by the Fulbright Foreign Scholarship Board for collaborating in an "Achieve Excellence of Business Analytics Teaching and Research" international project in 2024.

Senior Vice President, Data and Analytics
Life Capital, Swiss Re (a leading global reinsurer), Armonk, NY   **2016 to 2017**

Led the division's data and analytics strategy development. Assisted multiple business entities in developing and implementing the strategies to improve customer experiences, optimizing decisions, and automating business processes.

Vice President, Risk Modeling & Analytics
Global Life Americas, SCOR (a leading global reinsurer), Charlotte, NC   **2010 to 2015**

Established and managed the company's risk modeling & analytics function unit to support data driven decisions in broad business operations, including regulatory compliance, portfolio management, pricing, marketing, product development, etc.

Vice President, Advanced Analytics
Assurant Health, Inc. (a division of a S&P 500 company), Milwaukee, WI   **2001 to 2009**

Created and managed the advanced analytics unit to support the company's and its parent company's operations in health, P&C, employee benefit, and other specialty insurances.

Addition experiences

- Taught Statistics and Decision Science courses in several universities in the US and China.

- Collaborated in researches in School of Human Medicine and College of Education at Michigan State U.

- Managed the data and reporting operation at Michigan Community Health Department for the federally funded National Breast and Cervical Cancer Early Detection Program (NBCCEDP).

Education

Ph.D. in Statistics, Michigan State University, East Lansing, MI

MS in Statistics and BS in Mathematics, Central-South University, China

Presentations and Publications

- Zhiwei Zhu, "Generative AI's Enduring Significance to Analytics and Data Science", INFORMS Analytics Conference, 2024
- Zhiwei Zhu, "Data Science: Connecting the Past and Pioneering the Future of Analytics", INFORMS Analytics Magazine, 2024
- Zhiwei Zhu, "Some Applications and Trends of Predictive Analytics for Life Insurances", Actuarial Science seminar, College of Science, Purdue University, 2019
- Zhiwei Zhu, "What is Data Science, from an academic and an industry perspective", IDSI (Integrative Data Science Initiative) seminar, Purdue University, 2019
- Zhiwei Zhu, "The 4th Industrial Revolution, Data Science, and Risk Analytics". The Bowles Risk Analytics Symposium 2017, J. Mack Robinson College of business, Georgia State University
- Zhiwei Zhu, "Data Science and the 4th Industrial Revolution" Embry Riddle Aeronautic University, 2017
- Zhiwei Zhu, "Data are not always useful, insights are", Chief Data Officer summit, New York City, 2016
- Zhiwei Zhu, et al, "Logistic Regression for Life Insurance Industry Experience Studies", *North American Actuarial Journal*, Volume 19, Issue 4 2015.
- Panel, "Predictive modeling: where are the values", Society of Actuaries annual meeting, 2015
- Panel, "Opportunity and Challenge in Life and Annuity by Using Predictive Modeling", Society of actuaries annual 2014
- Zhiwei Zhu, "Actuarial Data Management", American Academy of Actuarial, Contingency, Winter 2014
- Zhiwei Zhu, "Predictive modeling for actuaries", Society of actuaries annual meeting, 2014
- Zhiwei Zhu, A Survival Model for Estimating Mortality of Advanced Age Population. *Society of Actuaries, Living to 100*, 2002
- Zhiwei Zhu, What affects Michigan's Breast & Cervical Cancel Control Program rescreening rate. Presented in a CDC sponsored national conference, 1999
- Zhiwei Zhu, An application of Survival Analysis in evaluating timeliness of rescreening. Presented in a CDC sponsored national conference, 1998
- (Coauthor) Skin Cancer Prevention and Detection Practices in a Michigan Farm Population Following an Educational Intervention. *The Journal of Rural Health*, Supplemental 1996, 311-320.
- (Coauthor) Mammography Usage and Knowledge about Breast Cancer in a Michigan Farm Population before and after an Educational Intervention. *Journal of Cancer Education*. Vol. 10 (1995) No. 3 p155-162.
- (Coauthor) Use of Skin Cancer Preventive Strategies Among Farmers and Their Spouses. *American Journal of preventive Medicine*. Vol. 11 (1995) No. 5 p342-347.
- (Coauthor) Ocular Effects of Exposure to Triethylamine in a Foundry Sand Core Cold Box Operation. *Occupational and Environmental Medicine*. Vol. 52 (1995) No. 5 p337-343.
- (Coauthor) U. S. Farm Women's Participation in Breast Cancer Screening Practices. *Cancer.* Vol. 75 (1995) No. 1 p47-51 .
- (Coauthor) Pneumoconiosis and Associated Medical Conditions. *American Journal of Industrial Medicine.* Vol. 27 (1995) No. 1 p107-113.
- (Coauthor) Bahadur-Kiefer representations for GM-estimators in autoregression models. *Journal of Stochastic Processes and their applications*. Vol. 57 (1995) 167-189.
- (Coauthor) Bahadur type representations for some minimum distance estimators in linear models. *Probability and Statistics*. Wiley Eastern Limited, New Delhi(1993), 349-364.
- Zhiwei Zhu, On a 0-1 law of strictly stationary processes. *J. of Math*. Vol. 6(1986) No. 4 375-380.
- Zhiwei Zhu, A generalization of Birkhoff ergodic theorem. *J. of Math*. Vol. 5(1985) No. 4 321-328.