

Dr. Kate Webster, PhD
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CV/Resume
URI Lecturer
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Education

- Bachelors of Science (summa cum laude), Department of Psychology, University of Alaska Southeast (1995)
- Masters of Arts Department of Psychology, University of Rhode Island (2000)
- PhD Experimental Psychology/Multivariate Statistical Methods and Research Design, Department of Behavioral Psychology, University of Rhode Island (2001)

Awards

- Outstanding Achievement to the Department of Psychology, University of Alaska Southeast (1995)
- Contributions to Multicultural Awareness in Teaching: Multicultural Task Force, University of Rhode Island (1999)
- Master's Thesis Defended with Distinction, Experimental Psychology, University of Rhode Island (2000)
- Sigma Xi Master's Thesis Award for the Promotion of Research in Science (2001)

Overall Experience

- Graduate and Adjunct Faculty Teaching, since 1994. Topics related to Social Psychology, Introductory Psychology, Introductory Statistics, Multivariate Methods, Research Methods and Developmental Psychology
- 20 years' experience implementing and teaching statistical analyses including: Experimental Design, Random Sampling, Clinical Trial Design and Implementation, Intervention Outcome Studies, Longitudinal and Experimental Design, Regression, Cluster, Discriminate Function, Meta Analysis, Principle Component Analysis, Factor Analysis and Structural Equation Modeling
- Data analysis application experience includes Data Integration and Synthesis, Trend/Time Series; Churn; Response Analyses; Acquisition, Retention and Optimization of new and existing customers, Product Sequencing; Psychometrics; Custom Composite Score Development; Exploratory Data Mining for Customer Insight; ROI, RFM, Expected Revenue, Pricing Elasticity, and Forecasting future behavior

Areas of Expertise

- Research, teaching and outreach related to social psychology, gender studies, health promotion, non-profits, healthcare, evaluation, juvenile delinquency risk assessment, and social justice
- Excel at supporting and training undergraduate and graduate students in research proposal development and design in preparation and implementation of Senior Research Project, Masters Thesis and PhD Dissertation requirements

- Achieve consistent scoring in the 90th percentile of teaching evaluations
- Incorporate multimode teaching practices with a concentrated focus on applied and service learning models of teaching, all of which have consistently met with dedicated support within student evaluations
- Proficient with Statistical tools such as SPSS, KXEN, CHAID/CART, R & SAS, respectively, for data management, manipulation, mining and predictive analytic applications
- Develop automated statistical modeling products and grading applications including graphic reports that make findings and results clear and understandable
- Strong ability to multitask and perform under strict timelines
- Philosophy of combining meaning (teaching strategy) and measurement (quantitative) into results that are understandable, actionable, and measurable
- Ability to synthesize and present complex material for succinct understanding
- Experience presenting to both technical and non-technical audiences
- Familiar with various “Big Data” sources/vendors including: Epidemiology Data, Government, Census, Experian, Abacus, Dunn & Bradstreet, InfoUsa, Equifax, and Acxiom, Radian6 and other Social Media data sources
- Speaker 2014 Big Data Summit, Boston, MA: Data Governance and Predictive Analytics
- Knowledgeable of ETL data manipulation and visualization reporting tools: Alteryx, Excel, Tableau and Microsoft Office
- Belief and practice in self-assessment through student or client evaluations

Academic Teaching Experience

- University of Rhode Island: Quantitative Methods (PSY 200, Fall 2017 & 2018)
- University of Rhode Island: Intro to Experimental Psychology (PSY 30, Spring & Fall 2018)
- University of Rhode Island: Quantitative Methods (PSY 200, Fall 2017)
- University of Rhode Island: Developmental Psychology (PSY 232, Spring 2017)
- University of Rhode Island: Social Psychology (PSY 606, Fall & Spring 2016)
- University of Rhode Island: Quantitative Methods (PSY 200, Fall & Spring 2016)
- University of Rhode Island: Social Psychology (PSY 606, 2015)
- Providence College: Introduction to Business Statistics (2012)
- University of Rhode Island: Social Psychology (PSY. 235, 2010)
- Providence College: Introduction to Psychology (PSY. 101, 2008)
- University of Rhode Island: Multivariate Statistics (PSY. 690c, Summer Session 2003)
- University of Rhode Island: Multivariate Statistics (Teaching Assistant, Psy. 533. 2000)
- University of Rhode Island: Multivariate Statistics (Teaching Assistant, Psy. 532. 1999)
- University of Rhode Island: Research Methods (Teaching Assistant Psy. 301, 1998)
- University of Alaska Southeast: Development Psychology (Teaching Assistant PSY. 275, 1994)

University of Rhode Island-Graduate Student Lecturer (1997-2001)

- URI Department of Behavioral Psychology: Taught Psychology Undergrads and Graduate Students research methods and design. Multivariate Statistics: TA and Special Lecturer for Master’s and Ph.D. candidates from the school of Education, Clinical Psychology, School of Pharmacy, School of Nursing, and MBA level stacked classes. Topics included ANOVA,

MANOVA, Regression, Factor, Cluster, Discriminant Analyses, Canonical Correlation, Survey & Measurement design.

- Committee participation in Masters and Doctoral Research and Experimental Design: mentoring on research proposals including, hypothesis development, methods and design, sampling, survey design and psychometric measurement, conclusion development, and limitation discussion with quantitative analysis application being conducted in SPSS and SAS statistical software packages

Academic Research Experience

- University of Rhode Island Assessing Critical Thinking Skills: Junior and Senior Psychology Undergraduates (2010-2011)
- University of Rhode Island Advancing Women in Science (NSF Grant) (2004-2006)
- Brown University Department of Bio Med (Butler Campus) Depression Co-Morbidity Longitudinal Outcome Study (1994-1996)
- University of Rhode Island Cancer Prevention Research Center (Smoking Seccession for Low Income Pregnant Woman) Transtheoretical Model-TTM, (1997-2000)
- University of Alaska Longitudinal Outcome Study for Juvenile Delinquents in Residential Care (1992-1995)

Health Care Research Experience

- Brown University Department of Bio Med (Butler Campus, 1995-1998)
- University of Rhode Island Cancer Prevention Resource Center: Smoking Cessation Program for Low Income Pregnant Women (1998-2000)
- Kent Hospital Department of Infection Prevention and Control (2012)
 - Health Care Applications
 - predictive modeling in disease management, addiction, depression, juvenile delinquency risk assessment, health outcomes, comorbidity of disease with diagnosis of mental illness, surveys of patient satisfaction

Non-Profit Research Experience (2005-2012)

- American Cancer Society
- Disabled Veterans of America
- American Human Society
- Rhode Island Blood Bank
- Public Radio

Government Research Experience (2001-2004; 2011-2012)

- Research Analyst Alaska Mental Health Board (2001 -2003)
- State of Alaska Legislative Liaison Outcome Base Program Funding (2003-2004)
- State of Rhode Island Tax Fraud Detection (2011-2012)

Academic Research Publications and Presentations

Doctoral Dissertation

- Dialogue in the development of a consilience index: A quantum approach to integrating qualitative and quantitative practices in the social sciences (2001)
- <http://digitalcommons.uri.edu/dissertations/AAI3025535/>

Master's Thesis

- Understanding the Efficacy of Residential Treatment for Female and Alaskan Native Adolescents: Outcome Study and Meta-Analysis (2000)

Journal Publications

- Lott, B., & Webster, K. (2006). Carry the banner where it can be seen: Small wins for social justice. *Social Justice Research, 19*, 123-134.
- Ruggiero, L., Webster, K., Peipert, J. F., & Wood, C. (2003). Identification and recruitment of low-income pregnant smokers: Who are we missing? *Addictive Behaviors, 28*(8), 1497-1505. doi: 10.1016/S0306-4603(02)00269-1

Research Abstracts

- Wishner, K, Silver, B., Boudreaux-Bartels, F., Harlow, L. Knickle H., Mederer, H., Peckham, J, Roheim, C., Trubatch, J., and Webster, K. (2004). Strategies for success of women faculty in science: The ADVANCE program at the University of Rhode Island. EOS Trans. AGU, 85 (47), Fall Meeting Supplement Abstract ED23B-0094.
- Harlow, L.L, Smith, T.J., & Cady-Webster, K. (2003, Sept.). Highlights of "The Essence of Multivariate Thinking". Abstract for Society of Multivariate Experimental Psychology, Keystone, CO.
- Harlow, L.L., Webster, K., Silver, B., Hughes, D., Smith, N., Ricci, V., Skzrat, J., & Dutton-Greene, L., (2001, Oct.). Statistics and research learning community. Abstract for Society of Multivariate Experimental Psychology, Monterey, CA.

Research Presentations

- Silver, B.E., Harlow, L.L., Webster, K. (2004, May). URI ADVANCE Academic Work Environment Survey. NSF Advance 2004 National Conference, Atlanta Georgia.
- Silver, B., Harlow, L.L., & Webster, K. (2004, June). Changing the culture at the University of Rhode Island: Assessing readiness for change. Presented at the AAAS Pacific Division 85th Annual Meeting, Utah State University, Logan, Utah.
- Silver, B.E., Harlow, L.L., Webster, K. (2004, December). Changing the Culture at the University of Rhode Island: Assessing Readiness for Change. American Geophysical Union Meeting, San Francisco, CA Poster Session.
- Harlow, L.L., Silver, B.E., Hughes, D.M., Smith, N., Webster, K., Dutton-Greene, L., Skrzat, J., & Ricci, V. (2001, Aug). Quantitative and research psychology learning community. Presented at APA, San Francisco.
- URI Quantitative Research Learning Community (2001, May). Sexual behaviors, substance use, and well-being: URI Learning Community Study II. Pace University Undergraduate Psychology Conference, NY. [All authors contributed equally. The alphabetical list of

student authors includes: Matt Bunn, Amanda Condon, Nicole Fitzgerald, Nikki Floris, Naydeen Fortson, Katie Mosunic, Jacqueline Trainor, and Laura Wells. Supervisors/sponsors: Drs. Lisa Harlow and Kate Webster].

- Cady-Webster, K., Hevey, C, Huang, J, & Perez, A. (2000, March). Statistical Power in research Published in Psychology of Women Quarterly. Eastern Psychological Association, Baltimore Maryland.
- McCarthy, D., Kaplan, R., & Cady-Webster, K. (2000, March). University of Rhode Island Diversity Week: Expanding Horizons. Eastern Psychological Association, Baltimore, MD.
- Webster, K., & Hilst K. (1995, July). A Comparison of Non-Rural Alaskan Youths with their Peers in the Lower Forty-Eight on the Achenbach Youth Self-Report. American Psychological Association, New York City, New York.
- Minton, B., Webster, K., & Hurr, W. (1994, April). Parental Satisfaction with Residential Treatment Facilities for Adolescent Juvenile Offenders. Department of Family Research, Portland State University, Portland Oregon.

Business Engagement 2003 to 2012

MarketModels, AccuData Integrated Marketing, Virtual DBS all as Chief –Statistician and Schneider Electric, Lead Data Scientist, North America Marketing, and Consultant

- Proficient in SPSS, R and KXEN statistical programming for predictive modeling/analytics, data mining and forecasting. Established methodologies in developing marketing strategies including requirements gathering, evaluation research, report design, and code development within Energy, Telecom, Financial, Professional Services, Retail, Catalog/Direct Response, Healthcare, Manufacturing, etc. in both the B2B and B2C verticals.
- Responsibilities included managing and training a team of analysts and data engineers to develop and deploy actionable and measurable predictive analytic marketing and customer insight strategies; collaborated and established business and technical requirements for model development; identified the most applicable statistical solution for campaign strategy; participated with sales in team selling analytic value, created model validation and testing techniques; explored data mining and enacted quality assurances procedures; provided ongoing consultation with clients; continued analyst training for model implementation and tracking; RFP/RFI development and vendor selection; C-level presentations to management and clients; ongoing analytic coaching, evaluation, hiring, and training of team.
- Oversee Big Data integration and marketing automation including enhancements to existing customer database
- Complete customer segmentation and targeting for customer nurturing, acquisition, retention, optimization, ROI and profitability programs
- Conduct Churn and Attrition analyses, Look-Alike models for channel, product, and offer affinity
- Identify database design and strategy, data quality, requirements documentation, model development, model implementation, performance tracking, and model cross-validation
- Consult/Present to Mid-Tier and C-Level management
- Forecasting, pricing elasticity, create distance polygons and site location propensity

- Understand market research including integration of surveys, qualitative (focus groups) and large third party databases for the development of clustering and segmentation tools
- Develop vertical specific predictive scores for individual clients to identify propensity and capacity for expected behavior
- Design survey and satisfaction questionnaire and perform post-psychometrics analysis

Provided Predictive Statistical Analytics to the Following Companies

- Retail - GNC, Raymore and Flanagan, Dillard's, Chico's, White House Black Market, LG, Home Depot, PETCO
- Financial - TD-Bank, Dime Savings, Citizens Bank, Chase PaymentTech, Lending Tree, Equifax, AAA,
- Healthcare/Medical - Brown University (Butler Campus), Kent Hospital, MEDICA, Harvard Pilgrim Health Care, Aspen Dental, NIH
- Online Companies - LendingTree, TCMPI, StoresOnline, Fingerhut
- Advertising Agencies - Minacs, Curtis 1000, Vertis
- Telecom/Utilities/Energy Management - WindStream, CableVision, Comcast, North East Utilities, AT&T, CMS Energy, First Choice Power, Schneider Electric
- Non Profit - WNET, American Humane, American Cancer Society, Disabled Veterans, Blood Centers
- Automotive - Honda, Mazda, Nascar Speed Ways, Warranty/Insurance Services,
- Technology - America Power Conversion/Schneider Electric, Quava, Anchor Computer
- Business Consulting Services - Accenture, OgilvyOne, Regus

Vitae/Resume Summary Overview

I have been applying and teaching statistical research design and analysis since 1994. I obtained a BA degree from the University of Alaska Southeast (1995) and a Ph.D. in Behavioral Psychology from the University of Rhode Island (2001). My training is in experimental psychology with a focus on multivariate statistics and research methods. I have worked within the Alaska State Legislature, Brown University (Butler Campus), Kent Hospital, the University of Rhode Island and Various B2B and B2C Fortune 500 companies developing experimental designs and applying multivariate analysis investigating the efficacy of various programs and/or campaign strategies targeting behavior change and tracking the customer journey,

I am passionate about connecting with students, teaching, understanding multicultural and gender issues, social and health psychology, and developing and challenging our theoretical models and the analytic methodologies to which they are anchored. I have taught undergraduate and graduate level related to social psychology and statistics courses as well as conducted numerous statistical modeling seminars across a variety of verticals. I am highly collaborative and skilled at synthesizing information and communicating complex terms and results into ways that are meaningful and actionable in both the academic and business arenas.

Since 2003, in addition to lecturing, I have also held the role of Chief Statistician and Lead Data Scientist working with Mid-Market and Fortune 500 Companies in North America and Globally, providing statistical analysis in the development of predictive and segmentation models for customer acquisition/recruitment, retention, and optimization. Goals have included predicting

stage-based consumer behavior, segmenting populations for successful messaging and enhancing connections to others to help promote a positive work environment.

Personal

I live on my boat (Outlier) with my dog (Homer). I remain actively engaged in researching women's health issues and believe in advancing the role of women in science. I care deeply about our planet at the global and community level. I am a Do-It-Yourselfer type and love all types of water sports. I also enjoy boating (of course), dancing, horseback riding, nature, photography, young spirits, entertaining, volunteering, and just sitting still watching the sun set from the aft-deck of my boat.

Thank you for your time!

References available upon request

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