Course Seminars/Webinars Cycle with External Experts/Testimonials

Course: Data analysis and Big Data

BSc in Economics and Digital Firm

Department of Economics and Management

University of Brescia, Brescia, Italy

Academic Year 2022-23

Title: Adventures in statistical entrepreneurship

Speaker: Kathryn Morrison, Precision Analytics, Montreal, Canada

Modality: Seminar

Date: November 11, 2022 (2.15pm – 3.15pm)

Abstract: Precision Analytics is small data science consultancy based in Montreal, Canada. Their clients are largely in the drug development industry, from small biotechnology companies to large pharmaceutical manufacturers. In this lecture, Dr. Morrison will present the origins of the company, the landscape of the private sector data science, and address some key questions and issues, such as:

- What makes a good data scientist?
- Academia vs industry, applying vs creating
- How to be a statistical/data science consultant
- What are the entrepreneurship opportunities in data science?
- Product companies and service companies
- How to deal with the hype of growth versus what you want in business
- How to find clients and how to find good clients
- Navigating cofounders and teams
- What role tools and software play

Some of these topics will be discussed via a case study of a large R&D project in statistical genetics for a large contract research organization (CRO), where new basic science research came up against the limits of statistical research.

Speaker's Brief Bio: Dr. Kathryn Morrison is an accredited statistician with over twenty peer-reviewed publications in journals such as Statistics in Medicine and The Lancet. She has led the development of novel applications of multivariate latent process models of clinical outcomes which have been used by the CDC in British Columbia. Her favourite thing about being a statistician is, as the famous John Tukey said, you get to play in everyone's backyard: she enjoys consulting across disciplines from genomics to clinical research. In her role as CTO, she oversees a team of data scientists and software developers and leads development of statistical technology at the company.

Link to Website: https://www.precision-analytics.ca/

Google Meet link: meet.google.com/gms-zujm-gxz