DATA WONKS COMMUNITY OF PRACTICE

Name: Mary Lewitzke

Job Title: Data Analytics Manager

Department/School: Wisconsin School of Business BBA Program

Major Job Responsibilities:

* Serve as lead BBA liaison for WSB systems and train internal users on effective use of data management tools
* Develop data dashboards intended to inform the day-to-day functioning of the Admissions, Pre-College Programs and Career Services teams.
* Develop and maintain library of reports shared internally and externally to the BBA Program (i.e. incoming class statistics, scholarship-specific reports, career outcomes, first destination survey data, national rankings, etc.).
* Collaborate with BBA staff, technical staff in the school and across campus to centralize and analyze program-wide operational and assessment data.
* Collaborate with technical staff in the school and across campus to analyze, test, and maintain software applications for recruitment tracking, application processing, student information, and customer relationship management.

Short Biography (Two Paragraphs Max.):

I started my career in clinical healthcare here on campus at UW Hospitals and Clinics as a Respiratory Therapist and remained in the Health Care Industry in the private sector working in Sales Operations roles for companies like GE Healthcare for many years. It was at GE that I discovered my passion for data when I was exposed to Six Sigma methodology, first obtaining my Green Belt certification then moving on to a full time role as the Six Sigma Blackbelt for the sales organization. My role there expanded to project management and provided the opportunity to lead a major Enterprise Resource Planning project and exposed me to design and implementation of Customer Relationship Management (CRM) software.

In 2014 I changed careers and accepted a role at the Wisconsin School of Business to implement a recently developed CRM software application focusing on prospects and applicants for the Full-time MBA program. My role in the MBA program expanded to include data analysis and process improvement projects as well as direct involvement in the admissions process which I found inspiring. Most recently I moved to the undergraduate side of the Business School in my current role as Data Analytics Manager. I love the energy and excitement of being around this population and the opportunity to help guide the growth of the BBA program through data analytics.

What do you love most about data?

Using data to educate and inform so that better decisions can be made. Often this requires complex analysis to be displayed in a manner that is easy to understand by parties who may not be as familiar with the background and history of an issue which I find challenging and rewarding.