



# Jonathan Fowler, D.C.Sc.

PRACTITIONER, SCHOLAR, ENTREPRENEUR

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## Summary

Dr. Fowler is a practitioner and scholar in big data analytics, data culture, data ethics, and data strategy. Specifically interested in the relationship of data culture archetypes to analytics maturity in organizations, as well as data analytics as an instrument of power in culture and society. Creator of the LDIS+™ Analytics Impact Framework and APTitudes™, which examines data culture archetypes and gives companies the roadmap to harnessing them for business analytics success.

## Education

### Colorado Technical University

DOCTOR OF COMPUTER SCIENCE, BIG DATA ANALYTICS

Colorado Springs, CO

Feb 2022

- **Dissertation:** Examining the Relationship between Occupational Culture and Data Analytics Maturity: A Quantitative Correlational Study

### Clemson University

MASTER OF EDUCATION +30

Clemson, SC

May 2007

### Clemson University

BACHELOR OF ARTS IN ENGLISH

Clemson, SC

Dec 2004

## Experience

### Logicle Analytics

FOUNDER, CEO, AND LEAD DEVELOPER

Greenville, SC

Aug 2020 - Present

- A growing data+analytics consultancy based on my doctoral research
- Focus on data integration, data governance and consistency, and outsourced CDO services

### JNO Accelerator Group

MANAGING PARTNER

Greenville, SC

Jul 2022 - Present

- Exclusive partnership with Logicle Analytics to assist global startups realize their data-driven potential

### Moda Operandi

LEAD DATA STRATEGIST

Remote | New York, NY

Oct 2020 - Present

- Responsible for analytics and data strategy within the organization
- Developer and chair of company-wide Data Governance Board including department heads to tackle data definitions, KPIs, and master data management

### Pedestal Technology

VP OF DATA SCIENCE, CHIEF DATA OFFICER

Greenville, SC

May 2018 - Oct 2020

- Responsible for analytics and data strategy both internal and customer-facing since inception of company

### New York Life Insurance Co

REGISTERED REPRESENTATIVE

Greenville, SC

Dec 2011 - Jul 2015

- Insurance, planning, family foundations

## School District of Oconee County

SCHOOL COUNSELOR

- Elementary (PK-5) and career center (10-12) counselor

*Walhalla, SC*

*May 2007 - Dec 2011*

## Fowler Consulting LLC

PRINCIPAL

- A single-member LLC to hold all my contract projects and teaching assignments

*Greenville, SC*

*Oct 2007 - Present*

## Teaching

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### University of South Carolina Upstate

ADJUNCT INSTRUCTOR

- Prescriptive Analytics

*Spartanburg, SC*

*Jan 2023 - Present*

### Wofford College

ADJUNCT INSTRUCTOR

- Original curriculum development in Data Ethics

*Spartanburg, SC*

*Jan 2023 - Present*

### Champlain College

COURSE DESIGN SME

- Original curriculum development in Business Analytics

*Burlington, VT*

*Nov 2022 - Present*

### Brandeis University

ADJUNCT INSTRUCTOR

- Graduate Professional Studies program

*Remote | Waltham, MA*

*Jan 2020 - Present*

### QuickStart Data Science Bootcamp

INSTRUCTOR

- Original curriculum development
- 2 sections of data analytics

*Remote*

*Jan - Dec 2020*

### Northeastern University

ADJUNCT INSTRUCTOR

- LEVEL Analytics Bootcamp

*Remote | Charlotte, NC*

*Mar - Jun 2017*

### ITT Technical Institute

ADJUNCT INSTRUCTOR

- Quantitative Analysis
- Research Methods
- Composition I
- Composition II

*Greenville, SC*

*Sep 2015 - Apr 2016*

## Publications and Presentations

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Fowler, J. K. (2023a, July). Tailoring your analytics adoption efforts to a diverse audience: the role of data culture. CDOIQ Symposium, Cambridge, MA.

Fowler, J. K. (2023b, June). Data as an instrument of power: the ethics of analytics. World Conference on Data Science Statistics, Frankfurt, Germany.

Baker, H., Bonfardeci, J., Eselgroth, J., Fowler, J. K., Goodrich, G., & Hudson, D. (2023, May). Panel: the national artificial intelligence initiative and the ethics of AI. IEEE ETHICS-2023, Purdue University, West Lafayette, IN.

Fowler, J. K. (2023c, April). Building client personas for an online fashion retailer. INFORMS Business Analytics Conference, Aurora, CO.

Dial, R., Goodrich, G., Jenkins, K., & Fowler, J. K. (2022, September). Panel: ethics, bias and legal issues in biomedical AI. CU-MUSC AI Hub Annual Summit, Medical University of South Carolina, Charleston, SC.

- Fowler, J. K. (2022a, May). Data culture and tactical empathy in business. Web Page. Retrieved from <https://scribblesc.com/blog/data-culture-and-tactical-empathy-in-business>
- Fowler, J. K. & Sambasivam, S. (2022, November). Measuring analytics maturity and culture: the LDIS+™ Analytics Impact Framework. EDSIGCON-CON SAR 2022, Clearwater, FL.
- Fowler, J. K. (2022b, October). The effect of data culture archetypes on analytics maturity. INFORMS Annual Meeting 2022, Indianapolis, IN.
- Fowler, J. K. (2022c, January). Don't gloss over data culture. Web Page. Retrieved from <https://towardsdatascience.com/dont-gloss-over-data-culture-1a05b48dc2de>
- Fowler, J. K. & Amirian, S. (2021). Integrated plant growth and disease monitoring with IoT and deep learning technology. In *Transactions on Computational Science and Computational Intelligence: Advances in Data Science and Information Engineering* (pp. 389–394). Springer.
- Fowler, J. K. (2019a, August). A competing values approach to business intelligence. In R. Stahlbock, G. M. Weiss, & M. Abou-Nasr (Eds.), *International Conference on Data Science, ICDATA'19* (pp. 46–49). CSREA Press.
- Fowler, J. K. (2019b, December). Business intelligence at the university. In H. R. Arabnia, L. Deligiannidis, F. G. Tinetti, & Q.-N. Tran (Eds.), *International Conference on Computational Science and Computational Intelligence, CSCI'19* (pp. 821–825). IEEE Computer Society.
- Fowler, J. K. (2018a, April). Adopting a data-centric culture. Web Page. Retrieved from <https://tdwi.org/articles/2018/04/06/biz-all-adopting-a-data-centric-culture-3.aspx>
- Fowler, J. K. (2018b, April). The ABCs of a data-centric culture. Web Page. Retrieved from <https://tdwi.org/articles/2018/04/03/biz-all-abcs-of-data-centric-culture-2.aspx>
- Fowler, J. K. (2018c, April). Why BI isn't a technology issue. Web Page. Retrieved from <https://tdwi.org/articles/2018/04/02/BIZ-ALL-BI-Isnt-Tech-Issue-1.aspx>
- Fowler, J. K. (2006). A problem of biography: Plath, Hughes, the glass crypt, and the infinite moment. In T. R. Smith (Ed.), *Lifewriting annual: biographical and autobiographical studies* (Vol. 1, pp. 109–121). New York: AMS Press.

## Service

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### Cornell University MPS Program

PROJECT LIAISON

[Ithaca, NY](#)

Oct 2022 - Present

### Digital Transformation and Society

EDITORIAL BOARD MEMBER

Oct 2022 - Present

### Clemson University

TIGER TIES MENTOR

- Part of the Wilbur O. and Ann Powers College of Business
- Paired with an undergraduate student for mentoring

[Clemson, SC](#)

Aug 2022 - Present

### INFORMS 2022, Business Analytics

SESSION CHAIR

[Indianapolis, IN](#)

Oct 2022

### CSCE 2020, COMPUTATIONAL SCIENCE, DATA SCIENCE, AND APPLICATIONS

SESSION CHAIR

[Las Vegas, NV](#)

Jul 2020

**CSCS 2019, SYMPOSIUM ON BIG DATA AND DATA SCIENCE**

SESSION CHAIR

*Las Vegas, NV*

*Dec 2019*

**CSCI 2019, SYMPOSIUM ON HEALTH INFORMATICS AND MEDICAL SYSTEMS**

SESSION CHAIR

*Las Vegas, NV*

*Dec 2019*