

Jon Casciari

Graduate Certificate Business Analytics
Master of Science in Finance
Vice President at:



Jon is a Vice President in the Analytic Consulting Group at Epsilon with over 10 years of experience in marketing analytics. His responsibilities include design and management of marketing analytics projects, measuring marketing efficiency, predictive modeling, segmentation, campaign test design and deployment of analytic data marts. Jon currently specializes in the financial services industry.

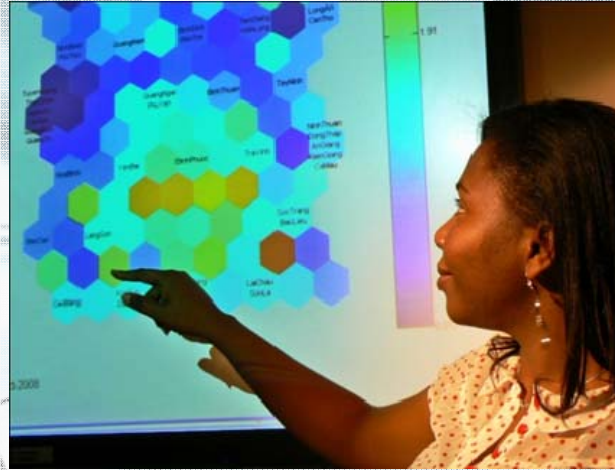
Prior to joining Epsilon in June of 2006, Jon served as the Manager of Customer Analytics for Bose Corporation where he was responsible for optimizing direct marketing investments by overseeing the reporting, analysis and predictive modeling.

Jon holds a B.A. in International Politics from The Pennsylvania State University, M.S. in Finance and a Certificate in Business Data Analysis.

Olumayokun Soremekun

Candidate
PhD in Business; specialization in
Business Analytics
Statistician at:

Brookstone



Mayo has held consulting positions at the World Bank, the United Nations and the Center for Quantitative Analysis at Bentley. While working on her PhD, she is employed as a statistician, building response models for Brookstone.

She says "The Bentley analytics program has been ideal for me since it has allowed me to bridge the gap between my theoretical quantitative background and business applications. I have been able to continue to do quantitative work while being exposed to other business areas such as IT, economics and organizational behavior, and have had a chance to teach and work on interesting consultancy projects."

Cesar Hernandez

Candidate
MBA : Concentration in
Business Analytics / MSIT
Data Analytics Associate at:

Deloitte.



Cesar was born and raised in Venezuela. He graduated in Mechanical Engineering in one of the top engineering schools in Venezuela. After working for 2 years in a family business, he decided to come to the US to gain more business knowledge.

He joined Bentley University in Sept 2010 in the MBA program. Soon after coming to Bentley, he declared a Business Analytics concentration. However, after talking with many professors at Bentley and analyzing the current job trends in the US, he decided to pursue the dual degree MBA / MSIT + Business Analytics Graduate Certificate. Cesar will graduate from the MBA / MSIT + Business Analytics Certificate in May 2012 and will start working for Deloitte as a Data Analytics Associate in the Financial Advisory Services division.