

CAREY BALDWIN

Data Scientist & Educator

Northampton, MA 01060 | cbaldwin@greenlineanalytics.com |
greenlineanalytics.com | [linkedin.com/in/carey-baldwin](https://www.linkedin.com/in/carey-baldwin) | <https://github.com/careybaldwin02>

PROFESSIONAL SUMMARY

Data scientist and educator with 15+ years of experience customizing analytics solutions with open-source software, aligning business analytics curricula with industry standards, and supporting diverse research initiatives through customized quantitative analysis. Senior Lecturer at the Isenberg School of Management (UMass Amherst) and Faculty Director of the Master's in Business Analytics program. CEO of Green Line Analytics, providing statistical consulting, dissertation support, and corporate analytics training. Expert in Python, R, and SQL for business analytics with a focus on practical, decision-oriented applications.

CORE COMPETENCIES

- Program Leadership & Development
- Statistical Analysis & Research Design
- Machine Learning & Predictive Modeling
- Curriculum Development & Industry Alignment
- Open-Source Analytics (Python, R, SQL)
- Data Science Consulting & Executive Education

PROFESSIONAL EXPERIENCE

Faculty Director, Master's in Business Analytics Graduate Program

Isenberg School of Management, UMass Amherst • June 2023 - Present

- Serve as an instructor in the MSBA program, teaching advanced analytics courses to 100+ graduate students annually.
- Lead strategic direction and program development through MSBA promotional and recruiting activities.
- Coordinate and participate in MSBA-enrolled student activities.
- Drive curriculum review, development, and assurance of learning.
- Conduct strategic review and analysis of the program and competitor programs.

Senior Lecturer in Operations and Information Management

Isenberg School of Management, UMass Amherst • September 2019 - Present

- Develop and teach industry-aligned courses in data science including classical statistics, introduction to Python programming, and data science for business at both the undergraduate and graduate levels.
- Serve on committees as assigned by the Operations and Information Management (OIM) department to advance ongoing efforts.
- Oversee and mentor doctoral students teaching OIM courses with the aim of elevating the student learning experience.
- Lead and serve on search committees as assigned.

Co-Director, Isenberg Insurance Academy

Isenberg School of Management, UMass Amherst • September 2022 - Present

- Increase student interest in and interaction with the insurance industry by facilitating collaboration between insurance industry partners and Isenberg instructors.
- Secure funding from partner companies (3-year commitment of \$100,000+) to support operations.
- Plan and execute student case competitions, presentations, and networking events.
- Coordinate the alignment of OIM and Finance curricula with insurance industry-specific content and guest lectures.
- Build and lead the Institute for Quantitative Analytics, a program offered to an elite cohort of student analysts.

Data Scientist and CEO

Green Line Analytics, LLC • September 2010 - Present

- Design and deliver customized multi-day analytics training programs for corporate clients, integrating open-source tools with business intelligence platforms to build tailored curricula in predictive modeling, applied statistics, and data visualization.
- Provide personalized statistical consulting and dissertation support to graduate students pursuing research in a variety of disciplines.
- Provide academic instruction in statistics, data analysis, and computing to students at all levels.
- Conduct extensive statistical research projects that synthesize and analyze institutional data.
- Create customized, professional documents and instructional videos to interpret statistical results.
- Develop and maintain a website/blog detailing professional experiences and providing academic and technical resources.

Data Science Instructor

MassMutual Data Science Development Program, Amherst, MA • June 2020

- Developed and taught a week-long intensive course introducing Python for data science to newly hired employees.
- Quickly adapted courses for remote delivery using video lessons, conferencing, virtual collaboration tools, and online coding platforms.

Director of Academic Technology

The Williston Northampton School, Easthampton, MA • August 2016 – August 2018

- Provided leadership and structured training to 60+ faculty members.
- Designed and led training for students in Microsoft Office 365 programs.
- Researched and beta-tested curricular technology programs.

Statistics Instructor

The Williston Northampton School, Easthampton, MA • August 2013 – August 2018

- Developed curricula and taught Probability and Statistics to 60-70 students yearly.
- Implemented a flipped-classroom model for differentiated instruction.
- Built an extensive archive of video lessons using screen-recording technologies.
- Developed a data science course using R statistical software.
- Served as advisor to 4-7 students annually; wrote 8-22 college recommendations yearly.

PREVIOUS TEACHING EXPERIENCE

Physics Instructor

Bellarmino Preparatory School, Tacoma, WA • August 2007 – May 2009

- Taught multiple levels of physics to five sections of 20-25 high school students; developed special curriculum for the advanced Marine Science Program.

AP Statistics & Physics Instructor

Sacred Heart Cathedral Preparatory, San Francisco, CA • August 2002 – May 2007

- Taught AP Physics C, AP Statistics, and other math/science courses; led development of the school's Advanced Placement program integration.

EDUCATION

Master of Applied Statistics, Colorado State University

Fort Collins, CO • August 2012 – December 2016

Bachelor of Physics, Mount Holyoke College

South Hadley, MA • August 1998 – May 2002

PROFESSIONAL TRAINING

Course Design Institute, Instructional Media Lab, UMass Amherst

June 2024

- Selected for specialized workshop to adapt a high-demand course for online delivery; completed a week-long program in online instructional material development with an instructional designer.

AWS Machine Learning Program, The Coding School

July - August 2023

- Completed a two-week intensive program in machine learning techniques; developed expertise in big data management and AI automation.

Applied Data Science Program, MIT Professional Education

May - August 2021

- Completed an eight-week program in modern data science techniques; developed six comprehensive projects implementing advanced analytics under leading MIT scholars.

Software Development, Lambda School

June 2018 - February 2019

- Completed an eight-month full-time program in web-based software development; built front-end and back-end applications using JavaScript, Python, and C; developed expertise in database management with Express.js, Django, and GraphQL.

TECHNICAL SKILLS

Data Science & Analytics

R: Descriptive and inferential statistics, regression analysis, Bayesian modeling, spatial and time-series analysis, data mining (dplyr), data visualization (ggplot2), sampling, statistical functions, and algorithms.

Python: Data extraction and manipulation (Pandas, NumPy, Beautiful Soup), visualization (Matplotlib, seaborn), machine learning (scikit-learn), statistical modeling (statsmodels), neural networks, time-series analysis, recommendation systems.

Machine Learning: Classification, regression, neural networks, time-series analysis.

Development & Database

Web Development: JavaScript/React.js, HTML5, CSS3, Next.js.

Database Management: SQL, Django, Express.js, GraphQL.

Additional Tools: LaTeX, Git, AWS.

Frameworks: Bootstrap, Material UI, styled-components.

RESEARCH PROJECTS AND PUBLICATIONS

Published Research

Rodgers-Tonge, D., Wray, M., & Baldwin, C. (2023). Supportive Programs and Financial Aid: Measuring Their Impact on Retention of Blacks and Latinx College Students in the New England Region. *Journal of Business Diversity*, 23(4).

Kamine, T. H., et al. (2020). Decrease in Trauma Admissions with COVID-19 Pandemic. *Western Journal of Emergency Medicine*, 21(4).

Research Projects

- AP Grade Analysis (2017) – institutional research analyzing student performance predictors.
- Rice Bran Supplementation Study (2016) – statistical analysis of infant nutrition outcomes.
- Lyme Disease Research (2012) – predictive modeling of disease occurrence.
- Bootstrapping a Spatial Process (2011) – literature review in statistical computing.

Web Development Projects

- QuizTime (2019) – adaptive quiz software using Next.js and GraphQL.
- TrailTracker (2019) – geolocation tracking interface in React.js.
- Web Notes (2019) – dynamic note-taking application.
- Multi-User Text-Based Game (2019) – interactive web application.

Institutional Projects

- Surface Pro at Williston (2017) – Microsoft promotional video contribution.
- Course Content Archive (2014) – Institutional Advancement Project.
- EdTech Blog (2013–2018) – instructional technology initiative.

RECENT PRESENTATIONS AND TRAININGS

- “Predictive Analytics for Financial Services” – Corporate Training, PeoplesBank, Holyoke, MA (June 2026).
- “Business Applications with Python” – Hack(H)er413 Conference, UMass Amherst (2024).
- “Mitigating Algorithmic Bias in Healthcare” – Voices of Data Science Conference (2024).
- “The Power of the Digital Pen” – MassCue (2015).

AWARDS & RECOGNITION

- ADVANCE Mentoring Award, UMass Amherst (2026)
- Isenberg Teaching Excellence Award (2024)
- Teaching with Digital Technology Award (2023)
- Flexible Learning Fellow (2021–2022)
- Isenberg Teaching Fellow (2021–2023)
- Teaching with Digital Technology Award (2021)
- Cain Family Grant (2017)

- Northampton School for Girls Instructorship (2016)

PROFESSIONAL MEMBERSHIPS

- American Statistical Association
- Western Mass Statistics and Data Science
- Western Mass Developers
- National Council for Teachers of Mathematics
- Open Data Science Conference