

ALFONSO BERUMEN, ACADEMIC AFFILIATE

Alfonso Berumen is a full-time, Practitioner faculty of Decision Sciences at the Graziadio Business School at Pepperdine University. Dr. Berumen teaches various quantitative and business data analytics courses across the doctoral program and masters programs at Pepperdine. He also serves on both the MS in Business Analytics and Part-time MBA graduate program committees to help lead innovation.

Dr. Berumen has over 15 years of consulting experience where has provided data-driven economic, statistical, and analytical support to law firms, Fortune 500 companies, government agencies, non-profit organizations, and private companies operating in a wide range of industries.

His areas of expertise include forensic data studies, construction of analytical databases, complex data analysis, and statistical methods. Prior to providing independent consulting services, he managed project teams of Consultants and Analysts in the analysis of Business and Operations data from defining scope to providing deliverables to clients. As part of several engagements, he has provided deposition testimony related to the methodologies applied to collect and analyze data.

Dr. Berumen has an applied knowledge in Quantitative methods for both academic research and professional settings. In terms of Data Science and Analytics tools, he has extensive experience using R, Python, SPSS, SAS, and SQL to process and analyze data as well as apply various modelling techniques. Further, Berumen has taught numerous Data Science and Analytics courses at the graduate-level with R/R Studio and Python. He has expertise in leveraging Data Visualization tools including Tableau and Microsoft Power BI. Finally, he has a deep familiarity with business software systems, databases, and data warehouses including cloud platforms.

Prior to joining Libra Analytics, Dr. Berumen offered data analytics consulting services as an independent consultant. He also spent over 10 years at a national economic and statistical consulting firm, where he provided expert economic consulting services with extensive experience in employment matters.

He holds a Doctorate in Business Administration from Pepperdine University, Masters in Predictive Analytics from Northwestern University, Masters in Business Administration from the University of California, Irvine and a Bachelor of Arts in Economics from Occidental College.

Professional Experience

Alfonso Berumen has been involved in numerous consulting engagements for both business improvement using data and analysis of data for litigation. He has worked directly with ownership/management, client representatives, and legal to evaluate business questions and address issues.

In a litigation context, Berumen has been responsible for designing and conducting time and motion studies and surveys, assessing economic and statistical approaches to class action litigation issues, and estimating economic damages.

Assignments representative of Dr. Berumen's experience include the following:

- Currently providing consulting services to a franchise massage services company. Services include collaborating with owners/management to conduct analysis of customer, sales, and employee data to construct a predictive model and reporting tool to study and address customer retention.
- Currently providing consulting services to a non-profit organization that provides affordable housing services/assistance. Services include converting paper survey documents that capture client feedback (captured annually) to a digital form, analysis of survey data, and creation of a report with strategic recommendations based on statistical results.
- Provided consulting services to several small, private businesses. Services included collaboration with business owners on strategic objectives, conducting market research and data collection for pitch deck/business planning, and compilation of research findings.
- Provided consulting services to a roadway and sidewalk barrier company to develop business model for new market areas. Services included working directly with the CEO to summarize historical customer data and develop a financially-driven strategy. Additionally, services included managing the adoption of new business software and supervision of Summer Intern projects.
- Provided consulting services to a delivery and logistics company to transform delivery, revenue, and cost reports into a database. Services included collaborating with a venture capital firm to create a visual and tabular dashboard in Microsoft Power BI to summarize operating activity and develop key performance indicators.
- Provided pro-bono consulting services to an early stage, app-based venture that included review of the business model, assessment of the potential data required, and advice on algorithms for preparation of materials for investor pitches.
- Provided consulting services to defense counsel in a large consumer privacy matter alleging unlawful recording of sensitive information during consumer calls for a

nationwide security systems company. Services included analyzing and summarizing millions of call records related to establishing liability for mediation purposes.

- Provided consulting services to defense counsel in multi-plaintiff matter alleging unreimbursed mileage. Services included researching employee automobile make and model, determining vehicle expenses likely attributable to the employee versus employer, and estimating mileage related to establishing liability for mediation.
- Provided consulting services to defense counsel in both non-litigation (due diligence in property sale) and multi-plaintiff matters alleging missed meals and unpaid overtime at multiple luxury hotel properties. Services included gathering and analyzing data, creating exposure models for settlement purposes, and assisting with claim administration.
- Provided consulting services to defense counsel in large, nationwide multi-plaintiff matter alleging off-the-clock work and unpaid overtime at a large national bank. Services included merging millions of timekeeping, building swipe, and transaction records, performing statistical analysis, and summarizing results related to establishing liability and class certification.
- Provided consulting services to defense counsel in non-litigation matter involving miscalculation of regular rate for sales employees at a high-end specialty retailer. Services included analyzing compensation data to determine proper regular rate, calculating amounts owed to employees based on state requirements, and creating paycheck summary documents for retroactive payments.
- Provided consulting services to defense counsel in large, nationwide multi-plaintiff matter alleging misclassification of assistant managers at a large nation-wide department store retailer. Services included assisting in the design, implementation, and supervision of a nationwide observation study to capture the tasks performed by employees, performing statistical analysis of the observation study data related to establishing liability and class certification, and providing deposition testimony related to the observation study protocols.
- Provided consulting services to defense counsel in large, multi-plaintiff matter alleging off-the-clock work at multiple warehouse distribution centers in California. Services included the development of both an in-person and video observation study to collect and analyze data on employee activity at the beginning of shifts, the end of shifts, and breaks including time associated with security check procedures when exiting the facility.
- Provided consulting services to defense counsel in large multi-plaintiff matter alleging missed meals and unpaid overtime at a department store retailer. Services included facilitating video recording, designing and supervising both an in-person and video observation study to capture the tasks performed by employees, and performing statistical analysis of timekeeping and observation study data related to establishing liability and class certification.
- Provided consulting services to defense counsel in large multi-plaintiff matter alleging misclassification of managers at a large nation-wide office-supply retailer. Services

included designing, implementing, and supervising a nationwide observation study to capture the tasks performed by employees, and performing statistical analysis of observation study data related to establishing liability and class certification.

- Provided consulting services to defense counsel in large multi-plaintiff matter alleging misclassification of managers at a restaurant chain. Services included designing, implementing and supervising an observation study in the state of California to capture the tasks performed by employees, comparing declaration statements to employee activity data captured in the study, and performing statistical analysis of the observation study data related to establishing liability and class certification.
- Provided consulting services to defense counsel in large multi-plaintiff matter alleging misclassification of remote/on-the-road territory sales managers at a large tobacco distributor. Services included designing, implementing, and supervising a pilot observation study to capture the tasks performed by employees and performing statistical analysis of observation study data related to establishing liability.
- Provided consulting services to defense counsel in a multi-plaintiff matter brought by gas station/convenience store employees with allegations including wrongful termination and discrimination. Services included reviewing testimony, studying personnel and compensation records, identifying relevant job search durations, and conducting research on comparable jobs to estimate economic damages for mediation purposes.
- Provided consulting services to defense counsel in large multi-plaintiff matter alleging lack of suitable seating. Services included designing and implementing a web-based survey, analyzing survey responses, and creating summaries related to establishing liability and class certification.

Employment History

Libra Analytics LLC:

2024 to Present: Academic Affiliate

Los Angeles Data Analytics LLC:

2018 to 2024: Owner, Data Scientist, & Independent Consultant

Resolution Economics LLC:

2008 to 2018: Senior Manager; Manager; Senior Consultant; Consultant

Education

Doctorate of Business Administration, Pepperdine University, 2021

M.S., Predictive Analytics, Northwestern University, 2017

Master of Business Administration, University of California at Irvine, 2015

B.A., Economics, Occidental College, 2008

Academic Experience

Pepperdine University, Graziadio Business School:

2019-Present: Practitioner Faculty of Decision Sciences

- Previously Adjunct Faculty, Instructor, and Lecturer of Decision Sciences & Information Systems and Technology Management
- MS in Business Analytics Graduate Program Committee Member
- Part-time MBA Graduate Program Committee Member
- Data Analytics Primer (DAP) Faculty Lead: Introductory Statistics Seminar for Entering MBA Students
- Faculty Developer – New MBA Course: Business Analytics Consulting
- Former Research Supervisor, Computer Science: Keck Grant, Natural Science Division at Seaver College (Undergraduate at Pepperdine University)
- Faculty Developer and Course Lead - 2U Online course for MS and MBA students: Marketing Informatics/Analytics
- Course Lead - 2U Online course for MS and MBA students: Optimization Modelling
- Former Course Lead - 2U Online course for MS and MBA students: Multi-attribute Decision Analysis
- Planning Committee: Alteryx Datathon (Inaugural event occurred Spring 2023)

Courses:

- Quantitative Research Methods IV - Doctorate in Business Administration (Final Quantitative Course/Seminar for Business Doctoral Students) (Summer 2024)
- Information Systems and Technology Management: MS in Business Analytics Course - Marketing Informatics/Analytics (Summer 2024)
- Decision Sciences: MS in Business Analytics Capstone Course - Applied Research/Consulting (Summer 2024)
- Decision Sciences: MS & MBA Course - Multi-attribute Decision Analysis (Spring 2024, Online)
- Decision Sciences: MS in Business Analytics Course - Predictive Analytics (Spring 2024)
- Decision Sciences: MS in Business Analytics Course - Multi-attribute Decision Analysis (Spring 2024)
- Information Systems and Technology Management: MS in Business Analytics Course - Marketing Informatics/Analytics (Spring 2024)
- Information Systems and Technology Management: MS & MBA Course - Marketing Informatics/Analytics (Spring 2024, Online)
- Decision Sciences: MS in Business Analytics Capstone Course - Applied Research/Consulting (Fall 2023)
- Information Systems and Technology Management: MS in Business Analytics Course - Business Analytics and Intelligence (Fall 2023)
- Information Systems and Technology Management: MS & MBA Course - Marketing Informatics/Analytics (Fall 2023, Online)
- Quantitative Research Methods IV - Doctorate in Business Administration (Final Quantitative Course/Seminar for Business Doctoral Students) (Summer 2023)
- Computer Science: Research in Computer Science - Research Supervisor of Keck Scholar (Summer 2023)
- Decision Sciences: MS in Business Analytics Capstone Course - Applied Research/Consulting (Summer 2023)
- Information Systems and Technology Management: MS in Business Analytics Course - Marketing Informatics/Analytics (Summer 2023)
- Decision Sciences: MS in Business Analytics Course - Predictive Analytics (Spring 2023)

- Decision Sciences: MBA Course - Quantitative Analysis for Business Operations (Spring 2023, Hybrid)
- Information Systems and Technology Management: MS in Business Analytics Course - Business Analytics and Intelligence (Spring 2023)
- Decision Sciences: MS in Business Analytics Course - Multi-attribute Decision Analysis (Spring 2023)
- Information Systems and Technology Management: MS in Business Analytics Course - Marketing Informatics/Analytics (Spring 2023)
- Decision Sciences: MS & MBA Course - Multi-attribute Decision Analysis (Spring 2023, Online)
- Information Systems and Technology Management: MS in Business Analytics Course - Business Analytics and Intelligence (Fall 2022)
- Decision Sciences: MS in Business Analytics Course - Multi-attribute Decision Analysis (Fall 2022)
- Decision Sciences: MS & MBA Course - Multi-attribute Decision Analysis (Fall 2022, Online)
- Decision Sciences: MS in Business Analytics Capstone Course - Applied Research/Consulting (Fall 2022)
- Information Systems and Technology Management: MBA Elective - Marketing Informatics/Analytics (Fall 2022, Hybrid)
- Information Systems and Technology Management: MS & MBA Course - Marketing Informatics/Analytics (Fall 2022, Online)
- Decision Sciences: MS in Real Estate - 3-day Microsoft Excel and Quantitative Analysis Review course for entering graduate students (Fall 2022)
- Decision Sciences: MS in Business Analytics Capstone Course - Applied Research/Consulting (Summer 2022)
- Decision Sciences: MS in Business Analytics Course - Optimization Modelling (Summer 2022)
- Decision Sciences: MS in Human Resources Course - HR Analytics & Insights (Summer 2022)
- Information Systems and Technology Management: MS in Business Analytics Course - Marketing Informatics/Analytics (Summer 2022)
- Information Systems and Technology Management: MS & MBA Course - Marketing Informatics/Analytics (Summer 2022, Online)

- Information Systems and Technology Management: MS in Business Analytics Course - Business Analytics and Intelligence (Spring 2022)
- Decision Sciences: MS in Business Analytics Course - Multi-attribute Decision Analysis (Spring 2022)
- Information Systems and Technology Management: MS in Business Analytics Course - Marketing Informatics/Analytics (Spring 2022)
- Information Systems and Technology Management: MS & MBA Course - Marketing Informatics/Analytics (Spring 2022, Online)
- Decision Sciences: MS in Business Analytics Capstone Course - Applied Research/Consulting (Fall 2021)
- Information Systems and Technology Management: MS in Business Analytics Course - Business Analytics and Intelligence (Fall 2021)
- Decision Sciences: MS in Business Analytics Course - Multi-attribute Decision Analysis (Fall 2021)
- Decision Sciences: MS & MBA Course - Multi-attribute Decision Analysis (Fall 2021, Online)
- Information Systems and Technology Management: MS & MBA Course - Marketing Informatics/Analytics (Fall 2021, Online)
- Decision Sciences: MS in Business Analytics Capstone Course - Applied Research/Consulting (Summer 2021)
- Information Systems and Technology Management: MS & MBA Course - Marketing Informatics/Analytics (Summer 2021, Online)
- Decision Sciences: MBA Course - Quantitative Analysis for Business Operations (Summer 2021)
- Information Systems and Technology Management: MS in Business Analytics Course - Business Analytics and Intelligence (Spring 2021)
- Decision Sciences: MS in Business Analytics Course - Multi-attribute Decision Analysis (Spring 2021)
- Decision Sciences: MBA Course - Quantitative Analysis for Business Operations (Spring 2021)
- Decision Sciences: MS in Human Resources Course - HR Analytics & Insights (Spring 2021)
- Information Systems and Technology Management: MS in Business Analytics Course - Marketing Informatics/Analytics (Spring 2021)

- Decision Sciences: MBA Course - Quantitative Analysis for Business Operations (Fall 2020)
- Information Systems and Technology Management: MS & MBA Course - Marketing Informatics/Analytics (Fall 2020)
- Decision Sciences: MS in Business Analytics Course - Advanced Statistical Tools (Fall 2020)
- Decision Sciences: MS in Business Analytics Capstone Course - Applied Research/Consulting (Summer 2020)
- Decision Sciences: MS in Business Analytics Course - Optimization Modelling (Summer 2020)
- Decision Sciences: MS in Global Business Course - Quantitative Business Analysis (Spring 2020)
- Information Systems and Technology Management: MS & MBA Course - Marketing Informatics/Analytics (Online Course Development via 2U)
- Information Systems and Technology Management: MBA Elective - Marketing Informatics/Analytics (Fall 2019, Hybrid)

University of California, Los Angeles - Extension

1/2024-Present: Instructor, Computer Science

Courses:

- Data Science Fundamentals (Summer 2024, Online)
- Introduction to Data Science and Analytics (TBI Oasis Program, Summer 2024, Main Campus)
- Data Science Fundamentals (Spring 2024, Online)
- Data Science Fundamentals (Winter 2024, Online)

4/2018-6/2020: Instructor, Data Analytics & Management

Courses:

- Predictive Analytics (Spring 2020, Online)
- Machine Learning Using R (Winter 2020, In-person)
- Machine Learning Using R (Winter 2020, Online)

- Predictive Analytics (Winter 2020, In-person)
- Introduction to Data Science (Fall 2019, Corporate Education: New Hires at Capital Group)
- Predictive Analytics (Fall 2019, In-person)
- Machine Learning Using R (Fall 2019, Hybrid)
- Introduction to Data Science-Intensive: Machine Learning Using R & Exploratory Data Analysis and Visualization (Summer 2019, Visiting International Students from Jiangsu Province, China)
- Introduction to Data Science (Summer 2019, In-person)
- Predictive Analytics (Summer 2019, In-person)
- Machine Learning Using R (Summer 2019, Hybrid)
- Predictive Analytics (Spring 2019, In-person)
- Machine Learning Using R (Spring 2019, Hybrid)
- Predictive Analytics (Winter 2019, In-person)
- Machine Learning Using R (Winter 2019, Hybrid)
- Machine Learning Using R (Winter 2019, Online)
- Predictive Analytics (Fall 2018, In-person)
- Introduction to Data Analytics (Fall 2018, Corporate Education: Various Staff Levels at Univision)
- Predictive Analytics (Summer 2018, Online)
- Introduction to Data Science (Summer 2018, Hybrid)
- Introduction to Data Science (Summer 2018, Online)
- Predictive Analytics (Spring 2018, Online)

California State University, Los Angeles, College of Business and Economics

1/2024-5/2024: Lecturer, Information Systems

- Information Systems Consulting - MBA and MS Information Systems (Spring 2024)

Arizona State University, Thunderbird School of Global Management

8/2022-10/2022: Course Instructor

- Leading Digital & Data Decision Making: Dignity Health Global Education (DHGE) - Master of Global Management in Healthcare Services (Fall 2022)

Pepperdine University

Certificate in Introduction to Hybrid Teaching, 2019

Publications

- Berumen, Alfonso. "Effective use of data analytics and its impact on business performance within small-to-medium-sized businesses" (2021). Theses and Dissertations. 1241. <https://digitalcommons.pepperdine.edu/etd/1241>
- Berumen, Alfonso & Cavanaugh, Chad. "Developing a KPI-Driven Data Strategy - a Peer-Reviewed Academic Article: GBR." Graziadio Business Review | Graziadio School of Business and Management | Pepperdine University, Graziadio Business Review | Pepperdine University, 29 July 2021

Affiliations and Other Activities

Member, The Institute for Operations Research and the Management Sciences (informs)

Member, Association for Information Systems (AIS)

- Conference Paper Reviewer:
 - International Conference on Information Systems (ICIS) 2023 Conference
 - International Conference on Information Systems (ICIS) 2022 Conference

City of Los Angeles

Data Angel (Volunteer Data Scientist): 4/2019-8/2019