

KEITH A. PETERSON, PhD

Rady School of Management | University of California San Diego

Business Analytics | Innovation, Technology, and Operations | kapeterson@ucsd.edu

PROFESSIONAL PROFILE

Keith Peterson teaches graduate courses in business analytics at the Rady School of Management, emphasizing the translation of strategic challenges into analytical problems, the application of analytics and AI, and the conversion of results into practical managerial decisions.

From 2021 to 2023, Dr. Peterson served as Executive Director of Rady's Master of Science in Business Analytics programs. Prior to academia, he spent more than 30 years in technology, analytics, and executive leadership. He was President and CEO of Halo, a supply chain analytics company acquired by Logility, and co-founded V3 Global, a digital analytics platform acquired by Claritas. He also held senior executive roles in product management and analytics at Nielsen, Equifax, and Mitchell International.

His expertise includes strategic analytics, consumer behavior modeling, geospatial analysis, demand sensing and forecasting, and the application of AI to operational and managerial decision-making. Over the past 12 years, his work has focused particularly on using data and predictive methods to improve forecasting, resource allocation, and decision support in complex operating environments.

EDUCATION

PhD, Applied Social Psychology | Vanderbilt University

MA, Clinical-Experimental Psychology | San Diego State University

BS, Behavioral Sciences | Washington State University

ACADEMIC LEADERSHIP, TEACHING, AND RESEARCH

Executive Director, Master of Science in Business Analytics Programs | Rady School of Management, UC San Diego | 2021-2023

Graduate teaching and research in business analytics | Rady School of Management, UC San Diego

Instructional area: Innovation, Technology, and Operations

Courses Taught at Rady

MGTA 454: Business Analytics Capstone

MGTA 444: Business Analytics and Consulting

RESEARCH AND PROFESSIONAL AREAS

- Strategic analytics and AI-enabled decision support
- Consumer behavior modeling and geospatial analytics
- Resource allocation and operational decision-making
- Supply chain analytics and demand forecasting
- Data governance, effective utilization, and monetization

INDUSTRY LEADERSHIP

President and CEO, Halo - Supply chain analytics company; acquired by Logility.

Co-founder, V3 Global - Digital analytics platform; acquired by Claritas.

Senior executive roles - Product management and analytics at Nielsen, Equifax, and Mitchell International.

PROFESSIONAL AFFILIATIONS AND SERVICE

- Member, American Psychological Association
- Board member and board advisor

SELECTED ACADEMIC PUBLICATIONS

Bickman, L., & Peterson, K. A. (1990). Using program theory to describe and measure program quality. In L. Bickman (Ed.), *Advances in program theory: New directions for program evaluation*, No. 47 (pp. 61-72). San Francisco, CA: Jossey-Bass.

McDonald, C. S., & Peterson, K. A. (1991). Teaching commitment to accuracy in research. *Teaching of Psychology*, 18(2), 100-101. DOI: 10.1207/s15328023top1802_8.

- Peterson, K. A., & Bickman, L. (1992). Using program theory in quality assessments of children's health services. In H. Chen & P. Rossi (Eds.), *Using theory to improve program and policy evaluations* (pp. 165-176). Westwood, MA: Greenwood Press.
- Peterson, K. A., Swindle, R. W., Phibbs, C. S., Recine, B., & Moos, R. H. (1994). Determinants of readmission following inpatient substance abuse treatment: A national study of VA programs. *Medical Care*, 32(6), 535-550.

SELECTED PROFESSIONAL PUBLICATIONS AND PRESENTATIONS

- Peterson, K. A. (2006). *The Power of Place*. San Diego, CA: Claritas.
- Peterson, K. A. (2012-2014). Data analytics for P&C claims management. Keynote presentation at the Annual Mitchell Customer Conference.
- Peterson, K. A. (2015). Get Your Head Out of the Clouds: Debunking Cloud Computing Myths. Supply Chain Brain.
- Peterson, K. A. (2015). Farm to Table: Must's for Building a Green Strategy in Food and Beverage.
- Peterson, K. A. (2015). Conflict in the Cloud - Issues & Solutions for Big Data - Halo BI. Presentation at the 6th Annual Cloud Computing Conference, San Diego, CA.
- Peterson, K. A. (2016). Using multiple sensor data to devise water conservation strategies in California's Central Valley. IoTPractitioner.com.
- Peterson, K. A. (2017). Understanding the Supply Chain Collaboration Continuum: Mature and effective supply chains involve working together.
- Peterson, K. A. (2018). How Do You Know If You Have a Supply Chain Issue? Warning bells to look for.
- Peterson, K. A. (2018). 4 Steps for Better Demand Forecasting: Strengths, limits, and recommendations for assessing your stock. Supply Chain Officer.
- Peterson, K. A. (2018). How Is Mobile Technology Impacting the Food & Beverage Supply Chain? 4 areas of opportunity for mobility. Chief Data Officer.
- Peterson, K. A., & Luck, A. (2018). Using daily demand sensing to improve beer forecasting. Presentation at the Gartner Supply Chain Conference, San Diego, CA.