

THE UNIVERSITY OF GEORGIA



The University of Georgia
Department of Statistics

Colloquium Series

William A. Brenneman
The Procter & Gamble Company

“Practicing Statistics in Corporate R&D”

Modern industry is constantly seeking to efficiently produce new and improved products. Statisticians play a central role in helping the product team quickly identify areas for improvement and optimization. Many of the problems faced in industry can be solved with known statistical methods, while occasionally there are problems encountered that require original research. For a research statistician practicing in industry, these types of problems are a joy to encounter and an opportunity to contribute. I will discuss several examples of opportunities identified in my career at Procter & Gamble, some of which led to subsequent statistical research. The problems will be framed in easy to understand language, with just enough technical details to appreciate the work. Throughout I will point out how both hard and soft skills are needed to be successful in the corporate world.

For more information,
please contact:
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Thursday, August 25th, 2011

3:30 PM at 306 Statistics Building

Refreshments will be immediately after the talk in The
Cohen Room, room 230, Statistics Building