



## **Cody Baldwin**

### Adjunct Faculty

Center for Professional and Executive Development,  
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Cody Baldwin is the Director of the Master's in Business Analytics (MSBA) program at the University of Wisconsin-Madison. In addition to overseeing the program, he teaches courses in analytics, cloud computing, data warehousing, statistics, and programming. Prior to joining UW-Madison, Cody was an assistant professor at Brigham Young University-Hawaii, where he taught courses in business analytics.

Before entering academia, Cody worked at HP, where he was a senior project manager leading several analytics projects. While there, he managed teams working across six countries on a \$60 million-dollar analytics portfolio. His program, which involved storing and processing more than 50 billion data records, supported 25 downstream projects at the company, including machine learning models and executive dashboards.

Cody earned a B.S. in Information Systems & Operations Management from George Mason University and an M.B.A. from Virginia Tech. He is also a certified Project Management Professional (PMP), Scrum Master (CSM), and Lean Six Sigma Black Belt (ICBB).