Center for Business GIS and Spatial Analysis

Spring 2018 Speaker Series

GIS as an Analytic for Location Economics

Dr. Wayne Gearey,
Senior Vice President and Chief Data Scientist, EMSI

Tuesday, March 27 2018
5:30 p.m.– 7:30 p.m.

University of Redlands Main Campus
The University Club

RSVP to Ms. Christine Mee at gisab@redlands.edu

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In today's tech savvy, connected global economy, identifying the location of sustainable labor is an important business driver for success. Clients demand advanced site selection through robust spatial data modeling and in-depth location intelligence. Location economics brings the best of location intelligence and commercial real estate (CRE) econometric data to determine the potential for future business success by analyzing the "location of things."

Every company, even companies within the same industry, has unique requirements for success. As a result, GIS for real estate has become a critical analytic to produce interactive maps for descriptive, prescriptive and predictive decision support. The principles that govern a location decision come from the ability to measure requirements for business and financial success. This presentation will look at the underlying data, GIS technology and economic indicators critical for business growth and financial sustainability by presenting applied case studies.

Sponsored by the Spatial Business Initiative

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About the Speaker

Dr. Wayne Gearey is senior vice president and chief analytics officer for EMSI, located in Dallas. He is a global expert in location economics and worked in the real estate industry for 12 years as chief data scientist for Jones Lang LaSalle. As a social scientist, Dr. Gearey is uniquely qualified to understand decision science, visualization, geospatial and location analytics, modelling and business intelligence (BI) strategies. In his global role, Dr. Gearey has been a top revenue producer working with clients to validate, consolidate their location strategy and has developed a network of regional data scientists to connect any firm on Business and location Intelligence. Dr. Gearey earned a Bachelor of Arts in Political Science at the University of Calgary while working for a Canadian Member of Parliament in Canada, followed by a Post Graduate Diploma in data visualization and analytics at Simon Fraser University in Canada. To expand his expertise in data visualization and analytics, he obtained a Master of Science at the University of Salford in Manchester, UK, and Ph.D. in Social Sciences and Geography at Coventry University, UK. Wayne is also Clinical Professor of Geospatial Information Sciences at University of Texas, Dallas, where he lectures and continues to publish research with scientists from the University of Texas, as well as the University of Toronto, the University of British Columbia and Coventry University.