

Justin O. Holman
Curriculum Vitae

CONTACT INFORMATION

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EDUCATION

University of Oregon, Eugene, OR
Ph.D. (2004), Geography (Geographic Information Science)
M.S. (1996), Geography (Geographic Information Science)

Claremont McKenna College, Claremont, CA
B.A. (1990), Philosophy and Mathematics

Northwestern University, Evanston, IL
Kellogg Graduate School of Management
Certificate (1998), Supply Chain Management

PROFESSIONAL EXPERIENCE

Colorado State University - Pueblo, Hasan School of Business

- Lecturer (Aug 2014-present)
- Adjunct Professor (Aug 2013-May 2014)
- Courses Taught with most recent student evaluation average
 - Inferential Statistics and Problem Solving (CIS 265), **4.7/5.0**
 - Advanced Statistics (CIS 360), **4.8/5.0**
 - Geography of the World Economy (EC 491), **4.8/5.0**

TerraSeer, Inc.

Chief Executive Officer (Feb 2010 – Present).
Director of business operations for technology services company with full P&L responsibility. Lead technology development, marketing, sales and strategic planning. Developed innovative supply chain demand planning and inventory optimization solutions for the Automotive Aftermarket.
Also dba Aftermarket Analytics.

BioMedware, Inc.

Chief Operating Officer (Sep 2009 – Feb 2010)
Director of Technology Transfer (Oct 2007 – Sep 2009)

Managed R&D team and administrative support team (10-12 direct reports). Led product development efforts and commercialization strategy. Managed NIH funded research projects (involving the development of GIScience methods for analysis of environment and human health data).

MapInfo Corporation

Manager, Client Services, Strategy & Analytics (Feb. 2005 – Oct 2007)
GIS, statistical modeling, location decisions, retail site selection, network planning, custom software development, strategy consulting.

U.S. Geological Survey (USGS)

Research Scientist (Dec. 2002 – Feb. 2005)
Geographic data analysis, spatial statistics, multidimensional data visualization, environmental modeling, climate and wildfire science.

LogicTools, Inc.

Vice President of Software Development (Jun 2000 – Dec. 2002)
Senior Software Developer (May 1999 – Jun 2000)
Software Developer (May 1998 – May 1999)
GIS, visualization, supply chain optimization, network design, logistics planning, spatial decision support systems, product development, technology team leadership. LogicTools was acquired by IBM in 2007.

Dynamix, Inc.

Assistant Director (Oct 1996 – May 1998)
3D simulation, GIS, educational software, multimedia design, project management, software lifecycle.

University of Oregon, Department of Geography

Courtesy Research Associate (Sep 2004 – Jun 2005; Sept 2010-present).
Research Assistant (Sep 1994 – Jun 1998).
Computer programming, statistical analysis, cartographic visualization, computer cartography, climate change research.

PEER-REVIEWED PUBLICATIONS

Tang, G., S.L. Shafer, P.J. Bartlein, and J.O. Holman, 2009. Effects of experimental protocol on global vegetation model accuracy: a comparison of simulated and observed vegetation patterns for Asia. *Ecological Modelling*. 220:1481-1491

Bartlein, P.J., S.W. Hostetler, S.L. Shafer, J.O. Holman, and A.M. Solomon, 2008. Temporal and spatial structure in a daily wildfire-start data set from the western United States (1986-1996). *International Journal of Wildland Fire* 17:8-17.

- Hostetler S.W., Bartlein P.J., Holman J.O., 2006. Atlas of climatic controls of wildfire in the western United States. US Geological Survey Scientific Investigations Report 2006–5139. Available at <http://pubs.usgs.gov/sir/2006/5139/> [Verified 4 Jan 2008]
- Holman, J.O. 2004. Quantitative comparison of categorical maps with applications for analysis of global environmental data. Doctoral dissertation, University of Oregon.
- Bartlein, P.J., S.W. Hostetler, S.L. Shafer, J.O. Holman and A.M. Solomon, 2003. The seasonal cycle of wildfire and climate in the western United States, 5th Symposium on Fire and Forest Meteorology. American Meteorological Society, pp. P3.9-1-P3.9-6
- Hostetler, S.W., P.J. Bartlein, J.O. Holman, S.L. Shafer and A.M. Solomon, 2003. Using a regional climate model to diagnose climatological and meteorological controls of wildfire in the western United States, 5th Symposium on Fire and Forest Meteorology. American Meteorological Society, pp. P1.3-1 - P1.3-5.
- Holman, J.O. 1996. Spatial interpolation of categorical data: An application for mapping global vegetation data. Master's thesis, University of Oregon.

SELECTED PUBLICATIONS (Not peer-reviewed)

Geographical Perspectives

- Why Ecuador: 10 Reasons to choose Ecuador for study, travel or retirement
<http://www.justinholman.com/2015/05/07/why-ecuador/>
- 2015 Rankings – Top Graduate Geography Programs for Spatial Careers
<http://www.justinholman.com/2015/01/13/2015-rankings-top-graduate-geography-programs-for-spatial-careers/>
- Sorry Europe, Australia and Antarctica, there are only Four Continents
<http://www.justinholman.com/2014/12/27/four-continents/>
- Rethinking School Assessment: TCAP Performance and % Free-Reduced Lunch
<http://www.justinholman.com/2014/09/12/math-tcap-performance-highly-correlated-with-free-reduced-lunch/>
- The Political Geography of Cancer in the US
<http://www.justinholman.com/2014/05/23/the-political-geography-of-cancer-in-the-us/>
- The Political Geography of Heart Disease in the US
<http://www.justinholman.com/2014/05/21/american-cultural-geography-politics-and-health/>
- Top 10 On-line GIS Master's Degree Programs
<http://www.justinholman.com/2014/05/16/top-10-on-line-gis-masters-degree-programs/>
- The High Cost of Geographically Illiterate Economists
<http://www.justinholman.com/2014/04/23/the-high-cost-of-geographically-illiterate-economists/>

- Presidential Politics and the Gender Wage Gap in America
<http://www.justinholman.com/2014/04/15/presidential-politics-and-the-gender-wage-gap-in-america/>
- Eight (No Nine!) Reasons Big Data Might Surpass Expectations Despite Hype.
<http://www.justinholman.com/2014/04/09/eight-no-nine-reasons-big-data-might-surpass-expectations-despite-the-hype/>
- March Madness FiveThirtyEight Model Challenge
<http://www.justinholman.com/2014/03/20/march-madness-fivethirtyeight-model-challenge/>
- The 4 “C” Factors Making Pueblo Colorado the Best Bargain in North America
<http://www.justinholman.com/2014/01/26/pueblo-4cs/>
- 2014 Rankings – Top 10 Graduate GIS Programs
<http://www.justinholman.com/2014/01/05/2014-top-10-gis/>
- Health Insurance Price Discrimination in Colorado?
<http://www.justinholman.com/2013/11/17/health-insurance-price-discrimination-in-colorado/>
- Funding the City of Pueblo.
<http://www.justinholman.com/2013/06/30/funding-the-city-of-pueblo/> Also appears as a Guest Column published by the *Pueblo Chieftain* on July 14, 2013.
<http://www.chieftain.com/opinion/1440951-120/pueblo-tax-sales-west>.
- The Geography of Big Data.
<http://www.justinholman.com/2012/12/19/geography-big-data/>.
- A New American Geography: Cultural Ecoregions for Consumer Segmentation.
<http://www.justinholman.com/2012/12/11/a-new-american-geography-cultural-ecoregions-for-consumer-segmentation/>.
- Spatial Career Guide: Profile of 6 Emerging Geospatial Career Paths.
<http://www.justinholman.com/2012/03/28/spatial-career-guide-for-undergrads-currently-studying-gis/>
- Spatial is Indeed Special.
<http://www.justinholman.com/2012/03/20/spatial-is-indeed-special/>
- Banks are Destroying America’s Neighborhoods.
<http://www.justinholman.com/2012/03/14/banks-are-destroying-americas-neighborhoods/>
- Visualizing Unemployment Dynamics.
<http://www.justinholman.com/2012/03/07/visualizing-unemployment-dynamics/>
- Map of Housing Price Index Change Illustrates Four Clusters of Misery.
<http://www.justinholman.com/2012/03/05/map-of-housing-price-index/>
- Bad UV Map Hurts Melanoma Risk Screening.
<http://www.justinholman.com/2012/02/27/bad-cartography-and-melanoma-risk-screening/>
- Top 20 Graduate Geography Programs in the U.S.
<http://www.justinholman.com/2012/02/25/top-20-graduate-geography-programs-in-the-u-s/>
- Geospatial MBA: a Win-Win for Business Schools and Geography.
<http://www.justinholman.com/2012/02/09/geography-in-b-schools/>

- Geospatial Visualization in Business: Bringing John Snow into the Boardroom.
<http://www.justinholman.com/2012/02/07/bringing-john-snow-into-the-boardroom/>
- Top 25 Sunniest U.S. Cities Ranked by Housing Cost.
<http://www.justinholman.com/2012/02/05/top-25-sunny-places/>
- Why Pueblo. <http://www.justinholman.com/2012/02/01/why-pueblo/>

Aftermarket Analytics

- Automotive Aftermarket Mobile App.
<http://www.justinholman.com/2013/11/21/automotive-aftermarket-mobile-app/>
- Miles Driven Forecasting: Not So Fast My Friend.
<http://www.aftermarketanalytics.com/miles-driven-forecasting-not-so-fast-my-friend/>
- Estimating Category Market Demand in the Automotive Aftermarket.
<http://www.aftermarketanalytics.com/estimating-category-market-demand-in-the-automotive-aftermarket/>
- Moneyball and the Automotive Aftermarket.
<http://www.aftermarketanalytics.com/the-automotive-aftermarket-and-moneyball/>
- Finding Your Way to a Healthy Bottom Line: Applying Geospatial Visualization to your Aftermarket Business.
<http://www.aftermarketanalytics.com/applying-geospatial-visualization-to-your-aftermarket-business/>

CONFERENCE PRESENTATIONS AND INVITED LECTURES

“Big Data and Predictive Analytics in the Automotive Aftermarket”, Invited Lecture, Automotive Aftermarket Supplier Association, 2015 Technology Conference, Clearwater, Florida, September 2015.

“Geospatial Careers: Opportunities for Geographers in the Private Sector”, Invited Lecture, Oklahoma State University, Department of Geography, October 2013.

“Geographical Perspectives on Big Data Analytics for Business”, Invited Lecture, Northwestern University, Kellogg School of Management, May 2013.

“Beyond the Ivory Tower: Preparing Geographers for Business and Private Sector Careers”, Panelist, Association of American Geographers, Los Angeles, Apr 2013.

“Location Optimization in the Construction Supply Chain”, College of Education, Engineering and Professional Studies, Colorado State University, Pueblo Jan 2013.

“Category Demand Estimation” Automotive Aftermarket Industry Association Fall Leadership Conference, San Francisco, Oct 2012.

“Inventory Optimization in the Automotive Aftermarket” Global Automotive Aftermarket Symposium, Chicago, May 2012.

- “Inventory Optimization in the Automotive Aftermarket” Automotive Aftermarket Suppliers Association, Technology Council. Chicago, Mar 2012.
- “Inventory Optimization in the Automotive Aftermarket” Automotive Aftermarket Suppliers Association, Marketing Executives Council. Chicago, Oct 2011.
- “Forecasting melanoma mortality in the U.S. in response to climate change” Association of American Geographers, Seattle, Apr 2011.
- “Climate Change and Skin Cancer in the Western U.S.: Using a regional climate model and geo-demographic segmentation to forecast melanoma incidence and mortality” Association of American Geographers, Washington D.C., Apr 2010.
- “Geographical Data Analysis for Supply Chain Management”, University of Redlands School of Business, Redlands, California, May 2005.
- “The Nomad Index” Association of American Geographers, Denver, Apr 2005.
- “Hierarchical controls of fire weather and fire climate in the western United States,” P.J. Bartlein, S.W. Hostetler, S.L. Shafer J.O. Holman, and A.M. Solomon, American Geophysical Union Fall Meeting, San Francisco, Dec 2004.
- “Visualizing wildfire and climate data in the Western United States” Holman, J.O., Bartlein, P.J., and Hostetler, S.W., Association of American Geographers, Philadelphia, Mar 2004.
- “The seasonal cycle of wildfire and climate in the western United States” Bartlein, P.J., S.W. Hostetler, S.L. Shafer, J.O. Holman, and A.M. Solomon, 2nd International Wildland Fire Ecology and Fire Management Congress, and 5th Symposium on Fire and Forest Meteorology American Meteorological Society, Orlando, Nov 2003.
- “Using a regional climate model to diagnose climatological and meteorological controls of wildfire in the western United States” Hostetler, S.W., P.J. Bartlein, J.O. Holman, S.L. Shafer, and A.M. Solomon, 2nd International Wildland Fire Ecology and Fire Management Congress, and 5th Symposium on Fire and Forest Meteorology American Meteorological Society, Orlando, Nov 2003.

CONSULTING CLIENTS (Past and Present, in alphabetical order)

Advance Auto Parts, Affinia Group, Brake Parts Inc., CARQUEST, Darden Restaurants, Federal Mogul, General Mills Inc., HD Supply, Helzberg Diamonds, Home Depot, Hughes Supply, Intalytics, Intermatic, Les Schwab Tires, Llamasoft, Motor Car Parts of America, Newel Rubbermaid, New York & Company, Nobel Learning Communities, Opex Analytics, Parts Plus, Pitney Bowes, Remy International, Sainsbury’s (UK), Tenneco, United Airlines, UCI-FRAM Group, White Cap, White Wave Foods.

RESEARCH SUPPORT

Methods to Identify Environmental Exposure Patterns in Satellite Imagery Data

National Cancer Institute

SBIR Topic Number 234 (Project Manager)

Phase 2 Budget: \$750,000, 2009-2011

Phase 1 Budget: \$149,999, 2007-2008

TEMPO – Testing Earth-system Models Using Paleo-environmental Observations

National Science Foundation

Paleo-climatology Program (Graduate Research Assistant)

Budget: \$496,868, 1994-1998

SERVICE, MEMBERSHIP, ACTIVITIES

SBIR Review Panel, Population Sciences and Epidemiology (PSE) Integrated Review Group, Center for Scientific Review, National Institutes of Health, 2009.

NIH-CAP Program Leader. BioMedware was selected as one of only 60 companies to receive a Commercialization Assistance Award from the National Institutes of Health (NIH-CAP program). Under the Auspices of the Larta Institute, the NIH-CAP program is designed to assist some of the most promising SBIR Phase II-funded life science companies bring their technologies to market.

Board of Directors, Oregon Daily Emerald Publishing Company, 2003-2005

Association of American Geographers, 1996-present

Detroit Free Press Marathon, Finisher. Oct 2011. Fundraising efforts resulted in donation of over \$3,000 for Pancreatic Cancer research in honor of former colleague.

<http://www.firstgiving.com/fundraiser/justinholman/jawaid>

Student Representative, Graduate Admissions Committee, Department of Geography, University of Oregon, 1996.

Varsity Tennis Team, Claremont-Mudd-Scripps, NCAA Division-III 1987-88