



IN COLLABORATION WITH THE ECONOMICS DEPARTMENT

Colloquium



**FEBRUARY 23 , 2026
3:30 PM - 4:30 PM | 2048 CB**

**ANALYSIS IS GOOD.
INTERPRETATION IS GREAT.
IMPACT IS WHAT MATTERS.**

Speaker: Matthew Wrase

Bio

Matthew Wrase graduated from UM-Dearborn with a B.A. in Economics & Political Science in 2009 and a M.S. in Business Analytics in 2014. A lifelong Michigander, Matthew's professional experience involves working for research institutions, Fortune 50 companies, and leading nonprofits. Matthew is currently employed by Consumer Reports as their Director of Data Purchasing & Partnerships. Matthew currently resides in metro Detroit with his wife - a fellow UM grad - and two young children.

Abstract

Building technical skills is a foundational requirement for a successful career, but technical skills alone will only get one so far. Being able to understand a business' needs and identifying how to deliver meaningful results is what sets a good data analyst apart from a great one.

Refreshments will be provided!