

Greg Holland, Ph.D.
Arkansas Research Center
1355 Dave Ward Drive Suite 104
Conway, AR 72034

CURRICULUM VITAE

SUMMARY:

An information quality professional since 1998, Greg joined the Arkansas Department of Education in April, 2009, to lead the advanced identity resolution efforts for the Arkansas Statewide Longitudinal Data System. The Arkansas Research Center (ARC) was founded soon after, and is currently operating under multiple grants from the Institute of Education Sciences in Washington, D.C., totaling \$14.8 million.

Prior to joining the ARC, Greg focused on information quality in the consumer data industry for more than ten years. At Acxiom Corporation, he developed best practices for data acquisitions and licenses exceeding \$25 million annually and comprehensively evaluated current and proposed data sources for information products generating \$250 million in annual revenue.

EDUCATION:

2008-2010

Ph.D. in Applied Science, Information Quality emphasis

Degree awarded in May 2010

University of Arkansas at Little Rock – Applied Science Department

Dissertation: "Knowledge-Driven Identity Resolution for Longitudinal Education Data"

Advisor: Dr. John R. Talburt

2006-2007

M.S. in Information Quality

Degree awarded in December 2007

University of Arkansas at Little Rock – Information Science Department

Capstone Project: "Impact on Quality of Major Source Replacement in Consumer Data Product"

1995-1998

B.S. in Computer Science, Mathematics minor

Degree awarded in May 1998

University of Arkansas at Little Rock – Computer Science Department

EXPERIENCE:

April 2009 to Present

Director of Research and Development

Arkansas Research Center (ARC)

Conway, Arkansas

ARC was created by multiple grants from the Institute of Education Sciences and the National Center for Education Statistics to the Arkansas Department of Education, Division of Research and Technology. ARC is affiliated with the University of Central Arkansas.

Greg's primary focus is integration of longitudinal data via identity resolution and management for the Arkansas Departments of Education, Higher Education, Human Services, Workforce Services, and other state organizations. The Knowledge-based Identity Management (KIM) system was created to facilitate protected interagency data integration via a trusted broker.

Spring 2008 and 2009

Part-time Lecturer

University of Arkansas at Little Rock

Instructor of Internet Technologies course, IFSC 1310, Spring, 2008.

Lab instructor (team member) for Information Quality Tools graduate course, Spring, 2009.

June 1998 to April 2009

Data Developer / Research Analyst

Database Administrator and Team Leader

Acxiom Corporation, Data Content Organization

Little Rock, Arkansas

Primary focus was assessment of information quality for the acquisition of data sources used in multi-sourced information products. Participated in the functional design of information quality software utilized enterprise-wide in processing billions of consumer records.

1996 to 1998

Database Administrator

QualChoice / QCA of Arkansas, Health Insurance

Little Rock, Arkansas

1995 to 1996

Software Developer

IBM Global Services, Integrated Systems Solutions Corporation (ISSC)

Little Rock, Arkansas

RECENT PUBLICATIONS:

Walker, Jake and Greg Holland, "Arkansas Education to Employment Outcomes Report 2011". ARC research and publication for Arkansas Dept. of Higher Ed. and Dept. of Workforce Services. January 13, 2012. http://arc.arkansas.gov/arc/resources/AEER_FullReport_FINAL_20120113.pdf

Holland, Greg and John Talburt, "q-Gram Tetrahedral Ratio (qTR) for Approximate String Matching" *Proceedings: 2010 Annual Acxiom Laboratory for Applied Research Conference (ALAR-10)*, April 9, 2010. University of Central Arkansas (UCA), Conway, AR

Holland, Greg and John Talburt, "An Entity-based Integration Framework for Modeling and Evaluating Data Enhancement Products" *Journal of Computing Sciences in Colleges*, Vol. 24, Issue 5 (May 2009), pages 65-73, Consortium for Computing Sciences in Colleges.

Holland, Greg and John Talburt, "A Framework For Evaluating Information Source Interactions" *Proceedings: 7th Annual Conference on Applied Research in Information Technology (ALAR-08)*, March 14, 2008. University of Central Arkansas (UCA), Conway, AR.

PROFESSIONAL AFFILIATION AND CERTIFICATION:

Senior Research Investigator, UALR Center for Advanced Research in Entity Resolution & Information Quality (ERIQ)

Member, International Association for Information and Data Quality (IAIDQ)

Authoring Team Member of exam questions for the Information Quality Certified Professional (IQCP), June 2010. IQCP Certification granted July 2011.

AWARDS:

Ballou & Pazer DQ/IQ Dissertation Award, November 2010

International Conference on Information Quality (ICIQ)

Massachusetts Institute of Technology, Information Quality Program (MIT-IQ)