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For over 35 years, Wendy Lynch, Ph.D., has converted complex analytics into business value. At heart, she is a sense-maker and translator. A consultant to numerous Fortune 100 companies, she currently focuses on comprehensive data integration and the application of big data solutions in human capital management. As a research scientist working in the business world, Dr. Wendy Lynch has learned to straddle commercial and academic goals, transforming analytic results into market success. She is also dedicated to advancing the field of analytic translation, training analytic translators with her books and online course: Become an Analytic Translator.