

**Jim Hoover**  
**Curriculum Vita**

May 2021

Clinical Professor  
Department of Marketing  
Warrington School of Business  
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**Education**      University of Florida, Gainesville, Florida  
Doctor of Business Administration, 2017

University of Florida, Gainesville, Florida  
Master of Business Administration, 1996

University of South Florida, Tampa, Florida  
B.A Business, Accounting, 1984

**Employment**    2019-Present      Clinical Professor, Marketing Department, Warrington School of  
Business, University of Florida

2009-2019      Client Account Lead, Managing Director, Accenture Federal Services

2018-2019      Adjunct Professor, Barnett Business School, Florida Southern College

1997-1999      Lecturer, Fels School of Government, University of Pennsylvania

1984-2009      U.S. Navy

**Patents**

Hoover, James (2019). Decision Tree Machine Learning. U.S. Patent 10,325,222, filed June 2, 2016 and issued June 18, 2019.

Hoover, James. (2019). Precision health insight tool. U.S. Patent 20190027253, filed July 7, 2017, pending.

Hoover, James. (2018). Database management and presentation processing of a graphical user interface. U.S. Patent 9,978,021, filed June 08, 2011, and issued May 22, 2018.

Hoover, James (2017). Machine learning classifier that compares price risk score, supplier risk score and item risk score to a threshold. U.S. Patent 9,679,261, filed February 22, 2017 and issued June 13, 2017.

Hoover, James. (2017). Machine learning classifier that can determine classifications of high-risk items. U.S. Patent 9,600,779, filed February 22, 2017 and issued June 13, 2017.

Hoover, James. (2017). Machine learning based procurement system using risk scores pertaining to bids, suppliers, prices, and items, U.S. Patent 9,779,364, filed June 8, 2011, and issued October 3, 2017.

Hoover, James. (2014). Business outcome tradeoff simulator. Australian Patent AU2012202980, filed July 22, 2011, and issued December 11, 2014.

## Peer Reviewed Journal Publications

Hoover, J. (2021). The UFO Project: Initial Survey Results. *Foresight: The International Journal of Applied Forecasting*. (60): 45-47.

Makridakis, S., Bonnell, E., Clarke, S. Fildes, R., Gilliland, M., Tashman, L., and Hoover, J. (2020). The Benefits of Systematic Forecasting for Organizations: The UFO Project. *Foresight: The International Journal of Applied Forecasting*. (59): 45-56.

Hoover, J., (2013). "Review of Supply Chain Forecasting Software." *Foresight: The International Journal of Applied Forecasting*. (30): 42-44.

Hoover, J., (2011). "Commentary on Forecast Error vs. Forecast Accuracy." *Foresight: The International Journal of Applied Forecasting*. (21): 45.

Hoover, J., (2009). "How to Track Forecast Accuracy to Guide Forecast Process Improvement." *Foresight: The International Journal of Applied Forecasting*. (14): 17-23.

Hoover, J., (2008). "Commentary on Benchmarking." *Foresight: The International Journal of Applied Forecasting*. (11): 24-25.

Hoover, J., (2007). "Forecasting Software: A Progress Report for the First Seven Years of the 21st Century." *Foresight: The International Journal of Applied Forecasting*. (7): 45-48.

Hoover, J., (2006). "Measuring Forecast Accuracy: Omissions in Today's Forecasting Engines and Demand-Planning Software." *Foresight: The International Journal of Applied Forecasting*. (4): 32-35.

Hoover, J., (2005). "Demand Works Express 3.5: Filling a Gap in the Demand Planning Software Spectrum." *Foresight: The International Journal of Applied Forecasting*. (2): 44-47.

Hoover, J., (2005). "How to Evaluate the Forecasting Ability of Demand Planning Software." *Foresight: The International Journal of Applied Forecasting*. (1): 47-49.

Hoover, J., (2004). "The Relationship of Weapon Cannibalization to Weapon System Mission Capability." *Military Operations Research: A Journal of the Military Operations Research Society*. 9(2): 32-42.

Hoover, J., (1999). "A Review of SmartForecasts V4.12." *The International Journal of Forecasting*. Volume 9(15), Number 4: 451-459.

## Monograph Publications

Hoover, J., Jondrow, J., Trost, R., and Ye, M., (2002). "A Model to Study Cannibalization, FMC, and Customer Waiting Time." *CNA Research Memorandum*. D0005957.A2/Final.

## Book Chapters

Hoover, J. H. (2021). The Future of Forecasting is Artificial Intelligence (AI) Combined with Human Forecasters. In Gilliland, M. (Ed.). *Business Forecasting: The Emerging Role of Artificial Intelligence and Machine Learning*. Wiley.

Hoover, J. H. (2015). Forecasting Performance and Evaluation, Chapter 3. In: M. Gilliland. (Ed.), *Business Forecasting: Practical Problems and Solutions*. Hoboken, New Jersey: Wiley. 2015: 297-312.

Tashman, L. J. and Hoover, J. (2001). Diffusion of Forecasting Principles Through Software. In: Armstrong, J. S. (Ed.), *Principles of Forecasting*. Boston, MA: Kluwer Academic Publishers. 2001: 651-676.

### **Dissertation**

Hoover, J. (2017). *Big Data Information Privacy Concerns (BDIPC): Assessing Privacy Concerns in a World with Big Data* [Doctoral dissertation]. University of Florida: 2017.

### **Conference Presentations**

Hoover, J. (2020). Considering Issues of Reproducibility, Interpretability, and Actionability in Artificial Intelligence Models to Detect Suicidal Ideation. Presentation at Data Intelligence Symposium (Daisy) University of Florida, February 2020, Gainesville, FL.

Hoover, J. (2012). Tracking and Evaluating Forecast Accuracy. Presentation at International Institute of Forecasters (IIF) International Symposium on Forecasting (ISF) Conference; June 2012; Boston, MA.

Hoover, J. (2011). High Risk Procurements: Achieving Savings and Preventing Fraud, Waste, and Abuse in Your Procurement Processes. Presentation at the Analytics 2011 Conference; October 2011; Orlando, FL.

Hoover, J. (2008). Measuring Forecast Accuracy Improvement. Presentation at Forecasting Summit Conference; September 2008; Boston MA.

### **Commercial Citations**

Wilder, C. (2020). "Unexcused Absence: Why Is College Football Attendance Tanking?" Sports Illustrated(blog), January 10, 2020, Retrieved from: <https://www.si.com/college/2020/01/10/college-football-attendance-decline-ncaa>

Bialik, C., (2009). "Crystal Balls Have Become Hazy." The Wall Street Journal (blog) by The Numbers Guy, August 11, 2009, Retrieved from <http://blogs.wsj.com/numbersguy/crystal-balls-have-become-hazy-779/>.

### **Professional Service**

Member, Advanced AI: Applications across the curriculum Committee, 2020-Present

Member, AI Academic working group, 2020-Present

Member, Doctor of Business Administration Committee, 2020-Present

Chairman, Foresight Journal Advisory Board, 2020-Present

Software Editor, Foresight: The International Journal of Applied Forecasting, 2005 – 2013.

Advisory Board, Foresight: The International Journal of Applied Forecasting, 2013 – Present.

Industry Co-Chair, American Council for Technology (ACT) - Industry Advisory Council (IAC); ACT-IAC Emerging Technology Special Interest Group, Analytics and Big Data Committee, 2013 – 2015.

## **Courses Taught**

Business Analytics Practicum Sequence (Masters)  
Marketing Analytics II R-based course (Masters)  
AI & ML with Applications in Marketing (Masters)  
Business Analytics Practicum Course (Masters)  
Analytics Processes for Business: R Bootcamp (Masters)  
Marketing Analytics (MBA, Masters)  
Marketing Core (MBA, Masters)  
New Product Development (MBA, Masters)  
Business Analytics (Masters in Accounting)  
Statistics (Masters)  
Web Programing (Masters)