



Lauren Branneman

Director of Data Science and Economics

Position with Firm

2024–present **Director of Data Science and Economics.** Directs economic research and analysis services. Provides technical expertise in designing and leading economic analyses and writing reports related to local, state, and national policy issues. Supervises and mentors a team of data scientists. Implements improvement processes for analytic methods across the firm to ensure consistency, integrity, and excellence in work products.

Previous Professional Experience

2014–2024 **Manager, Corporate Research, Michigan Economic Development Corporation,** Lansing, Michigan. Led a team of research analysts and managed the economic resource toolkit and contracts. Provided data-driven insights to guide strategies. Directed research tailored to organizational and state partner needs. Spearheaded efforts to create accurate and cohesive messaging of statistics. Revamped program performance evaluation methods.

Senior Research Specialist. Provided analysis and interpretation of complex economic development issues. Produced policy and program recommendations to identify emerging economic opportunities.

2008–2014 **Senior Analyst, Anderson Economic Group,** East Lansing, Michigan. Managed and led 250+ market, economic, and policy research projects for clients in various industries throughout the U.S. Created methodology for and led expert analysis in litigation and arbitration matters for franchised businesses.

Market Analyst. Led and supported research efforts for analyses, including market feasibility, supply-demand gap, economic impact, site selection, sales performance, and survey design.

Education Michigan State University, BS, Urban and Regional Planning
Western Michigan University, MPA, Local Government Administration

Software Skills

- Geographic Information Systems (ArcGIS)
- Regional Economic Models, Inc. (REMI)
- Impact Analysis for Planning (IMPLAN)