

# BRONLYN M. WASSINK, PH.D.

Fixed-Term Instructor, Department of Marketing  
Broad College of Business, Michigan State University

## CONTACT INFORMATION

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## EDUCATION

- **Ph.D. in Mathematics**, Binghamton University; Binghamton, New York, May 2008.
- **M.S. in Statistics**, Michigan State University; East Lansing, Michigan, May 2013.  
Course complete for a Ph.D. in Statistics, Michigan State University.
- **B.A. in Mathematics**, State University of New York at Geneseo; Geneseo, NY, December 2001.

## TEACHING EXPERIENCE

Specialize in content development and teaching for courses with a strong emphasis on quantitative skills, such as statistical analysis, analytics, data visualization, interpretation of quantitative information, and computer software packages commonly used in analytics, such as R, SPSS, and Tableau.

- **Market Analytics Instructor, MKT 317** **2019 – present**  
*Department of Marketing, Broad College of Business, Michigan State University*
- **R for Statistics Instructor, MKT 891** **2018 – present**  
*Master of Science in Marketing Research Program, Broad College of Business, Michigan State University*
- **Business Analytics Problem Solving Instructor, ITM 883** **2015 – present**  
*Master's in Business Analytics Program, Broad College of Business, Michigan State University*
- **Applying Business Analytics Online Facilitator and Lecturer** **2017 – present**  
*Executive Development Programs, Broad College of Business, Michigan State University*
- **Quantitative Literacy Course Coordinator and Instructor, MTH 101, 102** **2015 – 2019**  
*Department of Mathematics, Michigan State University*
- **Graduate Teaching Assistant for Business Statistics, STT 315** **2011 – 2015**  
*Department of Probability and Statistics, Michigan State University*  
Awarded the Dr. William Harkness Excellence in Teaching Award, 2013. Was the only recipient in 2013; received this award based on exemplary teaching observations and student evaluations.
- **Assistant Professor of Mathematics** **2008 – 2011**  
*Department of Mathematics, Utica College, Utica, NY*  
Taught courses in college algebra, math for the liberal arts, calculus, linear algebra, abstract algebra, and topology.
- **Graduate Teaching Assistant of Mathematics** **2002 – 2008**  
*Department of Mathematics, Binghamton University, Binghamton, NY*  
Taught courses in college algebra, math for the liberal arts, calculus, and linear algebra.  
Awarded a university-wide graduate student award for excellence in teaching, 2005.

## PUBLICATIONS

- Bronlyn Wassink (2018). *Book Review: Ten Great Ideas About Chance*. Math Horizons, 26:1, 29, DOI: 10.1080/10724117.2018.1481248.
- Maiuri, A.R., Wassink, B., Turkus, J.D., Breier, A.B., Lansdell, T., Kaur, G., Ganey, P., & Roth, P. (2017). *Synergistic Cytotoxicity from Drugs and Cytokines In Vitro as an Approach to Classify Drugs According to Their Potential to Cause Idiosyncratic Hepatotoxicity: A Proof-of-Concept Study*. The Journal of Pharmacology and Experimental Therapeutics. 2017 Sep;362(3):459-473. doi: 10.1124/jpet.117.242354.
- Tunstall, S. L., Melfi, V., Craig, J., Edwards, R., Krause, A. Wassink, B., & Piercey, V. (2016). *Quantitative Literacy at Michigan State University, 3: Designing General Education Mathematics Courses*. Numeracy, 9(2).
- Wassink, B (2011). *Subgroups of R. Thompsons Group F That Are Isomorphic to F*. Groups - Complexity - Cryptology. Volume 3, Issue 2, Pages 239-256, December 2011.