Violeta Hennessey, PhD

Director Digital Archive Analytics

Violeta Hennessey is director of digital archive analytics at Paramount Pictures where she has developed various statistical models to address the dynamic and rapidly changing entertainment industry. Prior to her career at Paramount Pictures and Warner Brothers, she was a trained Biostatistician at Amgen biotech. Her work included clinical trials, phase IV observational studies, and electronic healthcare database on safety endpoints. She is co-author of several publications in Bayesian methodology on dose-response modeling, drug-drug interaction, joint modeling, spline modeling, and propensity score matching. She earned her PhD from The University of Texas Graduate School of Biomedical Sciences and MD Anderson Cancer Center in Houston, Texas. In this seminar, Violeta will give you a peak into her career path, day to day work and how she leans on her biomedical research background to solve problems in the movie industry.