

## Bio of William Li

Professor William Li joined Shanghai Institute of Finance in July of 2018. Before then he was Eric Jing Professor for Business Teaching and Research in the Carlson School of Management at the University of Minnesota. He is a Fellow of the American Statistical Association. Dr. Li received his B.Sc. in Applied Mathematics from Tsinghua University in China, and both his M.S. and his Ph.D. in Statistics from the University of Waterloo in Canada. His research articles have appeared in journals such as *Journal of American Statistics Association*, *Technometrics*, *Journal of Quality Technology*, and *Neural Computation*. He has served on editorial board of several journals including *Technometrics*. Dr. Li's research interests include the optimal design of industrial experiments, robust designs, efficient computer experiments, data analytics, and conjoint analysis and design of discrete choice experiments. Among his publications is a textbook "Applied Linear Statistical Models" (with Kutner, Nachtsheim, and Neter), 5<sup>th</sup> Edition, Irwin. He has taught extensively in various EMBA and DBA programs in China, US, Poland, and Austria. Dr. Li is an excellent teacher and has won the Teaching Awards 5 times in the Carlson School of Management from 2006 to 2018. Recently, he won the EMBA teaching award in 2018 at Fudan University, where he had been an invited professor from 2005 to 2018.