John Boersma

Associate Clinical Professor
Department of Information Systems
W. P. Carey School of Business
Arizona State University
Tempe, AZ
john.boersma@asu.edu

CURRICULUM VITAE

POSITIONS HELD

2025 – present	Associate Clinical Professor, Arizona State University
2019-2025	Consultant in AI policy and practice, customer training, and data analytics
2015-2019	Director of Education, DataRobot
2014-2015	Data Science Team Leader, Soleo Communications
2010-2014	Founder and CEO, Adapt Courseware
2009-2011	Assistant Professor, University of Rochester
2008-2010	Vice President, Second Avenue Software
2008-2009	Postdoctoral Research Associate, University of Rochester
2005-2008	Lecturer and Instructor, State University of New York
1999-2000	Senior Vice President, Engineering, Operations, and Customer Service, Mpower Communications
1997-1999	Vice President of Operations, MGC Communications
1994-1997	Regional Vice President and General Manager, ICG Communications

EDUCATION

2008	Ph.D. in Physics, University of Rochester. Dissertation: Gauge Boson Phenomenology of Little Higgs Models
1991	M.B.A. in General Management, Golden Gate University
1988	M.S. in Geophysics, San Diego State University. Thesis: Application of Rayleigh Scattering Theory to Three-Dimensional Magnetotelluric Modeling
1982	B.A. in Geology, Rutgers University

PUBLICATIONS

Boersma, J., and A. Whitbeck, Decays of the Littlest Higgs Z_H and the Onset of Strong Dynamics, Physical Review D77 (2008)

Boersma, J., Direct Search Limits on the Littlest Higgs Model, Physical Review D74 (2006)

Boersma, J.R., and G.R. Jiracek, Three Dimensional Magnetotelluric Modeling with the Rayleigh-FFT Method, International Union of Geodesy and Geophysics General Assembly Abstracts 2 (1987)

RECENT TEACHING

Courses Taught at ASU:

WPC300: Problem Solving and Actionable Analytics, in progress Fall 2025

CIS508: Machine Learning in Business, Spring 2025