



Michael Wiley

SENIOR MANAGER OF DATA SCIENCE AND RESEARCH

Michael Wiley has joined The Retail Connection as senior manager of data science and research. In this role, he brings his expertise in data analysis, strategic research, and data-driven decision-making to support the company's growth and innovation.

Before joining TRC, Michael led an in-depth analysis using remote sensing GIS to assess urban growth and land use changes. His work generated critical insights that guided site selection and investment strategies for commercial real estate development. He created high-resolution geospatial maps and detailed reports from satellite imagery, which significantly improved property assessments and facilitated strategic planning for future ventures. Additionally, Michael employed advanced GIS techniques to evaluate environmental and infrastructure factors, delivering a comprehensive risk assessment and identifying ideal locations for new commercial properties based on remote sensing data.

Michael earned his bachelor's degree in science and Geography from the University of North Texas. In addition to his degree, he received certifications as a Geographic Information Systems (GIS) Technician and Geographic Information Systems Specialist and an Associate of Applied Science (AAS) degree.

When he isn't in the office, Michael enjoys a wide range of hobbies. He loves playing basketball, tennis, and ultimate frisbee while dedicating time to lifting weights and practicing meditation. In his downtime, he likes cooking and taking long walks with his dog, Apollo.

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