

Eric Siegel, Ph.D.

Making PREDICTIVE ANALYTICS understandable and captivating



AUTHOR:

Predictive Analytics: The Power to Predict Who Will Click, Buy, Lie, or Die

The #1 Amazon category bestseller

Award-winning | Used by over 30 universities | Translated into 9 languages

www.thepredictionbook.com

FOUNDER:

Predictive Analytics World

The leading cross-vendor conference series

www.pawcon.com

KEYNOTE AND TV VIDEOS:

www.pawcon.com/book/videos.php

EXPERIENCE:

Over 50 keynotes

www.predictiveanalyticsspeaker.com

Speaking experience overview:

- **Keynotes** in each of these industries: marketing, market research, e-commerce, environmentalism, financial services, insurance, news media, healthcare, pharmaceuticals, government, human resources, travel, real estate, construction, and law, plus executive, university and analytics vendor conferences.
- **Broadcast media** appearances (see bio below or [view videos](#))
- **Instructor** of corporate seminars on predictive analytics, e.g., www.businessprediction.com
- **Former Columbia University professor.** Won awards teaching undergraduate and graduate courses (about 600 lecture hours). Conducted 13 academic talks in the 1990s, corresponding to published research papers

“Mr. Siegel, is a fine orator who can craft his knowledge to your unique industry or conference topics. Of more than 28 speakers he performed highest on our conference evaluations. We hit a home run in asking Eric to bring his wit, unique skills set and polished presentation to INMA Data Insights in Chicago.”

— **Eric Hutchins,**
Event Manager,
International News Media Association

Big data and data science:

Predictive analytics is of great interest at any “big data” or “data science” event; it is central to these movements. The ultimate use of data is to learn from it to predict. Focusing on how much data there is can overlook this point. What is the value, the function, the purpose? The most actionable win from data — which more effectively drives organizational operations — is prediction.

For more about the book, *Predictive Analytics*—excerpts, videos, press, reviews: www.thepredictionbook.com

For inquiries, contact Eric Siegel: eric@predictionimpact.com • 415-683-1146

Keynote Speaker: Eric Siegel, Ph.D.

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Client endorsements:



“Eric spoke for us across the US and Canada for a six-city dinner series, and was absolutely fantastic! The attendees thoroughly enjoyed his presentations and he is an absolute pleasure to work with. Not only is he THE expert in predictive analytics, but he delivers his message in an easy-to-consume, understandable way, so that both novices and experts come away with something valuable.”

— **Joe Kaszynski**
Marketing Manager,
IBM Business Analytics

“Eric is a great presenter, always fun to listen to, and he has done a great job bringing this to his new book.”

— **James Taylor**
CEO,
Decision Management Solutions

“Eric has the gift of clarity and simplification of the ultra complex.”

— **Juan Llanos**
EVP Operations,
Unidos Financial

“Your talk was insightful, captivating, engaging, and thought-provoking. Your book *Predictive Analytics* is fabulous and a must read for all.”

— **Ana Quinn**
Duke University's Tech. &
Consumer Healthcare Conference,
September 2013

“When it comes to predictive analytics and its application to companies across industries, Eric not only talks the talk, but walks the walk. His uncanny ability to translate intricate concepts into tangible tactics and actionable strategies makes him a valuable asset to any organization embarking on the lofty goal of converting massive volumes of data into bankable knowledge and foresight.”

— **Alan Alper**
Senior Editorial Director,
Cognizant Technology Solutions

“Your excellent contribution to our International Health Forum [2013 in Munich]... credibly and very concretely presented... about predictive analytics and its impact on German over-the-counter [pharmaceutical] companies. The persuasive and tailor-made content, and also the way you have presented, was extraordinary”

— **Lilian Susan Wilke**
Head of Corporate Communications,
Wort & Bild Verlag

“Eric was very knowledgeable and engaging in presenting this important and timely topic at the Property and Liability Resource Bureau Claims Conference Executive Forum. His presentation was well-received by our members. Final session evaluations were 4.2 of out a possible 5, which is a strong outcome with our very discerning audience.”

— **Scott Powell**
Vice President, Educational and Technical Services,
Property and Liability Resource Bureau

See numerous authenticated testimonials on LinkedIn | See also endorsements of corporate workshops

Audience evaluations of this speaker are available on request

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Predictive Analytics: The Power to Predict Who Will Click, Buy, Lie, or Die

THE #1 AMAZON CATEGORY BESTSELLER
BY ERIC SIEGEL

“Littered with lively examples...”

— **The Financial Times**

“A mesmerizing and fascinating study.”

— **The Seattle Post-Intelligencer**

“What Nate Silver did for poker and politics, this does for everything else. A broad, well-written book easily accessible to non-nerd readers.”

— **David Leinweber**, author, *Nerds on Wall Street: Math, Machines and Wired Markets*

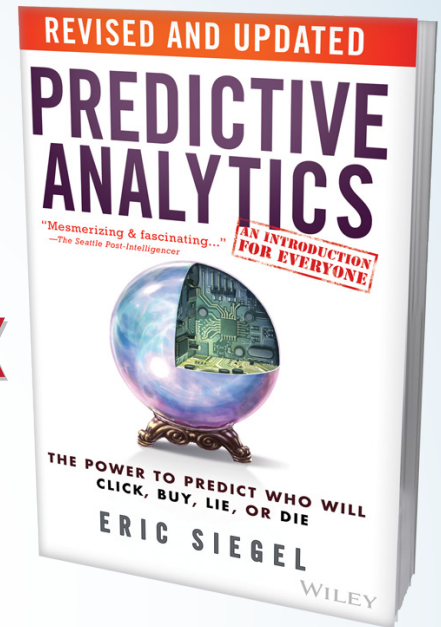
“This book is an operating manual for 21st century life. Drawing predictions from big data is at the heart of nearly everything, whether it’s in science, business, finance, sports, or politics. And Eric Siegel is the ideal guide.”

— **Stephen Baker**, author, *The Numerati* and *Final Jeopardy: The Story of Watson, the Computer That Will Transform Our World*

With a foreword from **Thomas Davenport**, coauthor of *Competing on Analytics*, this acclaimed bestseller discloses exactly how big data actively changes the world.

- 40+ published book reviews
- 80+ other articles covering the book
- Translations into 9 languages
- Used in courses at more than 30 universities
- Accessible to non-technical readers

Book website - excerpts, videos, press, reviews:
www.thepredictionbook.com



“This is *Moneyball* for business, government, and healthcare.”

— **Jim Sterne**, founder, eMetrics Summit; chairman, Digital Analytics Association

“Simultaneously entertaining, informative, and nuanced. Siegel goes behind the hype and makes the science exciting.”

— **Rayid Ghani**, chief data scientist, Obama for America 2012 Campaign

“*Predictive Analytics* is not only a deeply informative dive into a topic that is critical to virtually every sector of business today, it is also a delight to read.”

— **Geoffrey Moore**, author, *Crossing the Chasm*

“The *Freakonomics* of big data.”

— **Stein Kretsinger**, founding executive of Advertising.com; former lead analyst at Capital One

Keynote Speaker: Eric Siegel, Ph.D.

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Bio:

Eric Siegel, Ph.D., founder of the [Predictive Analytics World](#) conference series and executive editor of [Predictive Analytics Times](#), makes the how and why of predictive analytics understandable and captivating. He is the author of the award-winning [Predictive Analytics: The Power to Predict Who Will Click, Buy, Lie, or Die](#), a former Columbia University professor who used to sing to his students, and a renowned speaker, educator, and leader in the field. Eric has appeared on [Al Jazeera America](#), [Bloomberg TV and Radio](#), [Business News Network \(Canada\)](#), [Fox News](#), [Israel National Radio](#), [NPR Marketplace](#), [Radio National \(Australia\)](#), and [TheStreet](#). He and his book have been featured in [Businessweek](#), [CBS MoneyWatch](#), [The Financial Times](#), [Forbes](#), [Forrester](#), [Fortune](#), [Harvard Business Review](#), [The Huffington Post](#), [The New York Review of Books](#), [Newsweek](#), [The Seattle Post-Intelligencer](#), [The Wall Street Journal](#), [The Washington Post](#), and [WSJ MarketWatch](#).



Links:

- [More detailed bio](#)
- [The author's on-demand course, "Predictive Analytics Applied"](#)
- [Consulting and training website: Prediction Impact, Inc.](#)
- [Academic curriculum vitae](#)
- [Info for media](#)

Website for this speaker's book, *Predictive Analytics*—excerpts, videos, press, reviews: www.thepredictionbook.com

Contact Eric Siegel:
eric@predictionimpact.com
415-683-1146

Example Available Keynote Topics from Eric Siegel:

Predictive Analytics: Delivering on the Promise of Big Data

The excitement over "big data" has grown dramatically. But what is the value, the function, the purpose? The most actionable win to be gained from data is prediction. This is achieved by analytically learning from data how to render predictions for each individual. Such predictions drive more effectively the millions of operational decisions that organizations make every day. In this keynote, Predictive Analytics World founder and *Predictive Analytics* author Eric Siegel reveals how predictive analytics works, and the ways in which it delivers value to organizations across industry sectors.

Four Ways Predictive Analytics Leverages Social Media

Prediction delivers the ultimate payoff by driving millions of more effective, per-customer decisions. But prediction is the ultimate challenge; predictive analytics can use all the help -- and all the data -- it can get. No data predicts a customer's behavior like social data: who the customer

knows, what sentiment he or she expresses, and which things the customer Likes. In this session, Predictive Analytics World founder and *Predictive Analytics* author Eric Siegel describes four ways in which predictive analytics drives better business decisions with the use of social data.

Weird Science: How to Know Your Predictive Discovery Is Not BS

"An orange used car is least likely to be a lemon." At least that's what was claimed by The Seattle Times, The Huffington Post, The New York Times, NPR, and The Wall Street Journal. However, this discovery has since been debunked as inconclusive. As data gets bigger, so does a common pitfall in the application of standard stats: Testing many predictors means taking many small risks of being fooled by randomness, adding up to one big risk. John Elder calls this issue vast search. In this keynote, PAW founder Eric Siegel will cover this issue and provide guidance on tapping data's potential without drawing false conclusions.

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Example Available Keynote Topics from Eric Siegel continued

Predictive Analytics for Marketing: Learning from Data to Predict

Prediction is the holy grail of marketing. Foreseeing each customer purchase, click, and cancellation is the ultimate means to drive more effective, per-customer decisions. And today's enterprise has a wealth of marketing experience from which to learn to predict - aka, data. This learning process is called predictive analytics. In this keynote session, *Predictive Analytics* author and Predictive Analytics World founder Eric Siegel describes how this technology leverages big data, learning from it in order to drive more effective marketing.

Five Ways to Lower Costs with Predictive Analytics

Question: How does predictive analytics actively deliver increased returns? Answer: By driving operational decisions with predictive scores - one score assigned to each customer. In this way, an enterprise optimizes on what customers WILL do.

But, in tough times, our attention turns away from increasing returns, and towards decreasing costs. On top of boosting us up the hill, can predictive analytics pull us out of a hole? Heck, yes. Marketing more optimally means you can market less. Filtering high risk prospects means you will spend less. And, by retaining customers more efficiently, well, a customer saved is a customer earned - and one you need not acquire.

In this keynote, Eric Siegel will demonstrate five ways predictive analytics can lower costs without decreasing business, thus transforming your enterprise into a Lean, Mean Analytical Machine. You'll want to run back home and break the news: We can't afford not to do this.

Uplift Modeling: Optimize for Influence and Persuade by the Numbers

Data driven decisions are meant to maximize impact - right? Well, the only way to optimize influence is to predict it. The analytical method to do this is called *uplift modeling* (aka, *persuasion modeling*). This is a completely different animal from standard predictive models, which predict customer behavior. Instead, uplift models predict the influence on an individual's behavior gained by choosing one treatment over another. In this session, PAW founder Eric Siegel provides an introduction to this growing area.

The Prediction Effect, the Data Effect, and the Persuasion Effect

What are the underlying principles that make predictive analytics effective? Why is data predictive, why is imperfect prediction valuable, and what type of prediction succeeds

to persuade? You have heard of the butterfly, Doppler, and placebo effects. In this session, PAW founder Eric Siegel covers the Prediction, Data, and Persuasion Effects. Each of these Effects encompasses the fun part of science and technology: an intuitive hook that reveals how it works and why it succeeds.

Driving Decisions with Predictive Analytics: The Top Five Business Applications

The value proposition is straight-forward and proven: Predictive analytics produces business rules that deliver. The customer predictions generated by predictive analytics' business rules deliver more relevant content to each customer, improving response rates, click rates, buying behavior, retention and overall profit.

Harnessing value with predictive analytics depends on some careful choices: What kind of customer behavior you predict and which operational decisions you automate with it. This session will guide you in making these choices, and cover a healthy dose of the core technology along the way - in a "user-friendly" manner that makes the concepts intuitive, illustrating with detailed case studies.

What you will learn:

- How predictive analytics automatically derives rules for decision automation by learning from experience
- The top five business applications of analytically optimized rules
- What business rules produced by predictive analytics look like and how they work

How Predictive Analytics Fortifies Healthcare

Predictive analytics addresses today's pressing challenges in healthcare effectiveness and economics by improving operations across the spectrum of healthcare functions, including:

- Clinical services and other healthcare management operations such as targeting screening and compliance intervention
- Insurance pricing and management
- Healthcare product marketing

Applied in these areas, predictive analytics serves to improve patient care, reduce cost, and bring greater efficiencies. In this keynote address, Eric Siegel will cover today's rapidly emerging movement to fortify healthcare with big data's biggest win: the power to predict.