



The president of Prediction Impact, Inc., author of the acclaimed book, *Predictive Analytics: The Power to Predict Who Will Click, Buy, Lie, or Die*, Executive Editor of the Predictive Analytics Times, and the founder of Predictive Analytics World and Text Analytics World, Eric Siegel is an expert in predictive analytics and data mining and a former computer science professor at Columbia University, where he won the engineering school's award for teaching, including graduate level courses in machine learning and intelligent systems - the academic terms for predictive analytics. After Columbia, Dr. Siegel co-founded two software companies for customer profiling and data mining, and then started Prediction Impact in 2003, providing predictive analytics services and training to mid-tier through Fortune 100 companies.

Dr. Siegel is the instructor of the acclaimed online training program, Predictive Analytics Applied. He has published over 20 papers and articles in data mining research and computer science education and has served on 10 conference program committees.

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“ 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.” ”

- Vice President, Educational and Technical Services, Property and Liability Resource Bureau.

“ 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” ”

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Eric Siegel

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