

ERIC SIEGEL, PH.D.

www.machinelearningweek.com
www.predictiveanalyticsworld.com
www.deeplearningworld.com
www.machinelearningtimes.com
www.thepredictionbook.com
www.machinelearning.courses

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Machine learning and predictive analytics industry leader and educator

EXPERIENCE

Consulting in Predictive Analytics – [Click here for extensive speaking experience](#)

Founder, Predictive Analytics World (pawcon.com), 2009 –

Predictive Analytics World is the leading cross-vendor conference series for machine learning professionals, managers and practitioners. This conference covers today's commercial deployment of machine learning, across industries, delivering case studies, expertise and resources in order to strengthen the business impact delivered by predictive analytics. San Francisco, Boston, Chicago, Toronto, Washington DC, London, Berlin, Munich, Las Vegas.

Founder, Deep Learning World (deeplearningworld.com), 2018 –

Deep Learning World is the premier conference covering the commercial deployment of deep learning. The event's mission is to foster breakthroughs in the value-driven operationalization of established deep learning methods. DLW is co-located alongside four established industry Predictive Analytics World events — PAW Business, PAW Financial, PAW Healthcare, and PAW Industry 4.0 — which will compose PAW's single "mega" event for 2019.

Bodily Professor of Analytics, U. of Virginia Darden School of Business, 2022 – 2023

I am the first person to hold this position, which is a one-year position. This visiting position allows a leader in the field of analytics to step away from their normal activities and collaborate and share insights with the Darden and broader University of Virginia community.

Instructor, “Machine Learning Leadership and Practice – End-to-End Mastery” (machinelearning.courses)

2021 –

This acclaimed online course covers both the state-of-the-art techniques and the business-side best practices. Hosted by SAS, this vendor-neutral, generally-applicable curriculum includes software demos that illustrate the concepts in action.

Instructor, Coursera’s “Machine Learning Rock Star – the End-to-End Practice”

Eric Siegel, Ph.D.

[Predictive Analytics: The Power to Predict Who Will Click, Buy, Lie or Die](#) (Wiley, 2013 & 2016)

Predictive Analytics World (pawcon.com), Deep Learning World (deeplearningworld.com)

www.coursera.org/specializations/machine-learning-for-everyone)

2020 –

This end-to-end, three-course series (*specialization*) on Coursera will empower you to launch machine learning. Accessible to business-level learners and yet vital to techies as well.

Host, The Dr. Data Show (doctordatashow.com), **2018 –**

In 2018, we broke the mold for data science infotainment, captivating the planet with short webisodes that cover the very best of machine learning and predictive analytics. In 2022, we launched it as a podcast.

Executive Editor, *Machine Learning Times* (<http://www.machinelearningtimes.com>), **2009 –**

Formerly *The Predictive Analytics Times*, this is the machine learning professionals' premier resource, delivering timely, relevant industry-leading content: articles, videos, events, white papers, and community.

Founding Chair, Text Analytics World (textanalyticsworld.com), **2011 – 2016**

Text Analytics World is the business-focused conference for text analytics professionals, managers and practitioners. This conference is the event covering cross-industry, cross-vendor deployment of text analytics. San Francisco, Boston.

President, Prediction Impact, Inc. (www.predictionimpact.com), **2003 –**

Machine learning services, machine learning training, analytics software sales. Clients range from *Fortune 100* down to small R&D think tanks; a detailed client engagement list is available on request. *For more than 25 client and peer testimonials, see <http://www.linkedin.com/in/predictiveanalytics> and click "View Full Profile"*.

Advisor for Data Mining, Lucid Ventures/Radar Networks, 2001 - 2004

Lucid Ventures, led by the Internet industry pioneer who started Earthweb and Java Gamelan, develops proprietary emerging technology ventures and provides strategic services. Expertise and technical writing pertaining to data mining and "semantic web".

SciTech Strategies (formerly Strategies for Science and Technology), 2004 - 2005

Text and trend mining to identify scientific research communities and their interactions.

Director of Technology Integration and Cofounder, CounterStorm, 2001 - 2003

A spin-off from Columbia University's computer science department to apply analytics to solve security problems. Later acquired by Raytheon Trusted Computer Solutions.

- Resident scientist leading successful analytics research efforts
- Project lead and lead architect for a major government agency-sponsored analytics system
- Supervise the transfer of technology from Columbia's intrusion detection research labs
- Writing of accepted research publications, successful research grant proposals reviewed by widely-known national officials, contracted statements of work, and acclaimed whitepapers
- Market research for the transition of university-based research property to industry products
- Technical sales (acting systems engineer)
- In-house lead for patent-based intellectual property protection
- Direct involvement in venture fundraising, including the introduction of our lead investor

Eric Siegel, Ph.D.

[Predictive Analytics: The Power to Predict Who Will Click, Buy, Lie or Die](#) (Wiley, 2013 & 2016)

Predictive Analytics World (pawcon.com), Deep Learning World (deeplearningworld.com)

Chief Technology Officer and Cofounder, Kargo, 1999 - 2001

Formed and led a team of 20 engineers to design and implement wireless solutions, including the open-sourced platform Morphis, cross-carrier messaging solution Wapslap, and customer profile access control solution, Preference Management Technology. The latter is an early embodiment of the same conceptual contributions in policy-based user identity management Liberty Alliance (started by Sun) made in their second and third phases of standards adoptions. Led venture fundraising of \$250,000, and assisted in obtaining another \$2,750,000 as well as a term sheet for several million.

Assistant Professor and Dept Rep, Computer Science, Columbia University, 1997 - 2001

“Assistant Professor” is the standard starting fulltime university faculty title.

- **Teaching.** Graduate courses focused on machine learning
- **Research.** In machine learning
- **Teaching.** Introductory courses, making technical concepts friendly to non-engineers
- **Chair.** *Master’s Degree admissions committee* (all final decisions), for 1.5 years
- **Departmental Representative.** To Columbia College
- **Research Advisor.** Advised and supervised student research
- **Curriculum Development.** Created and revised undergraduate and graduate curricula
- **Recruitment.** Recruited and interviewed faculty candidates
- **Student Advisor.** Academic and curriculum advisor to graduate & undergraduate students

Research (graduate school), Columbia University, 1991 - 1997

Research areas: machine learning and natural language processing.

Instructor, Johns Hopkins Center for Talented Youth, Summers 1996, 1997

Intensive college-level course for gifted adolescents. 35 class hours per week.

Research Affiliate, IBM T.J. Watson Research Center, Summer 1993

Data visualization, automatically adjusted according to human perceptual factors.

Network Engineer, IBM, Summer 1991

Implemented design modifications for an industrial network monitoring package.

Database Engineer, Physician’s Computer Company, 1989 - 1990

Designed and architected a query language for a national pediatric medical billing system.

EDUCATION

Ph.D., Computer Science, Columbia University, 1997.

M.S., Computer Science, Columbia University, 1992.

B.A., Computer Science, Brandeis University, 1991.

EXTENSIVE SPEAKING EXPERIENCE

Eric Siegel, Ph.D.

[*Predictive Analytics: The Power to Predict Who Will Click, Buy, Lie or Die*](#) (Wiley, 2013 & 2016)

Predictive Analytics World (pawcon.com), Deep Learning World (deeplearningworld.com)

Over 110 commissioned keynotes, including event 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. For upcoming and prior keynotes and other thought leadership speeches - beyond the teaching experience below - see www.predictiveanalyticsspeaker.com.

TEACHING: INDUSTRY TRAINING AND UNIVERSITY COURSES

“Machine Learning Leadership and Practice – End-to-End Mastery”

This acclaimed online course covers both the state-of-the-art techniques and the business-side best practices. Hosted by SAS, this vendor-neutral, generally-applicable curriculum includes software demos that illustrate the concepts in action.

www.MachineLearning.courses

SAS, 2020 –

Coursera’s “Machine Learning Rock Star – the End-to-End Practice”

This end-to-end, three-course series (*specialization*) on Coursera will empower you to launch machine learning. Accessible to business-level learners and yet vital to techies as well.

<https://www.coursera.org/specializations/machine-learning-for-everyone>

Coursera, 2020 –

Predictive Analytics Applied

An online, self-paced course covering 40% of the below training program. The first half of this course served as part of University Irvine's certificate program in predictive analytic for several years.

www.businessprediction.com

Prediction Impact, Inc., 2008 – 2020

Predictive Analytics for Business, Marketing and Web

The techniques, tips and pointers needed to run a successful predictive analytics initiative.

<http://www.predictionimpact.com/predictiveanalyticstraining.html>

Several public sessions annually plus frequent on-site sessions to train client personnel.

Prediction Impact, Inc., 2003 – 2013.

Getting Started with Data Mining

A non-technical primer for absolute beginners.

Salford Systems, August 2006.

Data Mining: Level I

Two-day strategic presentation of methods to derive business value from analytics.

The Modeling Agency, June 2004.

Eric Siegel, Ph.D.

[*Predictive Analytics: The Power to Predict Who Will Click, Buy, Lie or Die*](#) (Wiley, 2013 & 2016)

Predictive Analytics World (pawcon.com), Deep Learning World (deeplearningworld.com)

Data Mining: Level II

Two-day tactical drill-down of the data mining process, methods, techniques and resources for predictive modeling.

The Modeling Agency, December 2005.

Data Mining: Level III

One-day hands-on application workshop for data mining practitioners.

The Modeling Agency, December 2005.

Hands-on Data Mining with Decision-Trees

Two-day course on CART.

Salford Systems, November 2003.

Machine Learning (graduate course)

Columbia University, Fall 1997, Spring 1998 (incl. video students), Spring 2000.

Advanced Intelligent Systems (graduate course *on expert systems and machine learning*)

Columbia University, Spring 1999 (included video students).

Artificial Intelligence (graduate course *on knowledge management and machine learning*)

Columbia University, Fall 1999.

Introduction to Computers (elective course for non-majors)

Columbia University, Fall 1998 (2 sect.s), Spring 1999 (2 sect.s), Fall 1999, Spring 2000.

Introduction to Computer Science (for computer science majors)

Columbia University, Fall 1997, Spring 1998 (2 sections).

Theoretical Computer Science

Gifted junior high and high school students; equivalent to a college course.

Johns Hopkins Center for Talented Youth, 2 Sessions Summer 1996, 1 in 1997.

Introduction to Computer Programming in C (for non-majors)

Columbia University, Summers 1994 and 1995.

Data Structures and Algorithms (for non-majors)

Columbia University, Fall 1994.

Computer Programming in C

Honors high school students; equivalent to a college course.

Columbia University Science Honors Program, 1992 - 1997 (10 Semesters).

Project Supervision. 11 undergraduate and honors high school

projects in data mining and computer science education,

Columbia University, 1994 - 1999.

Teaching Assistant. Columbia University, 1992-1993

Eric Siegel, Ph.D.

[*Predictive Analytics: The Power to Predict Who Will Click, Buy, Lie or Die*](#) (Wiley, 2013 & 2016)

Predictive Analytics World (pawcon.com), Deep Learning World (deeplearningworld.com)

Natural Language Processing (*Text Mining*); Computer Hardware; Sequential Logic Circuits

HONORS AND AWARDS

Winner, 2014 Small Business Book Awards, category: Technology (*Predictive Analytics*).

Winner, Nonfiction Book Award at the Gold level (the highest) from the Nonfiction Authors Association (for *Predictive Analytics*, September 2014).

Readers' Favorite Silver Medal Winner in the Non-Fiction - Business/Finance genre for the 2017 International Book Awards.

Finalist for The Columbia University Presidential Teaching Award, 2000. One of 19 finalists of over 350 nominees. This is Columbia's primary lifetime career teaching award.

Distinguished Faculty Teaching Award for Excellence in Teaching, including Dedication to Undergraduate Students, 1999, Columbia University School of Engineering and Applied Sciences Alumni Association. Awarded to a total of 3 faculty who were nominated by students and selected by alumni and students across 11 university departments.

<http://www.engineering.columbia.edu/news/archive/fall99/gifted.php>

Graduate Teaching Award, 1997, Columbia University, department of computer science. Awarded in recognition of teaching excellence to a Ph.D. candidate.

Department Nominee for AT&T graduate fellowship program, 1995, Columbia University, department of computer science.

Vermont Mathematics Finalist, 1987, 38th Annual American High School Mathematics Examination.

City Chess Champion, 1982 (age 13), Burlington, Vermont “Booster” section -- the lower of two sections across all ages. Annual tournament in the largest city of Vermont.

BOOK

Eric Siegel, [*Predictive Analytics: The Power to Predict Who Will Click, Buy, Lie, or Die*](#) (Wiley, 2013; Revised and Expanded edition 2016).

In this rich, fascinating—surprisingly accessible—introduction, leading expert Eric Siegel reveals how predictive analytics works, and how it affects everyone every day.

Trendsetters like Chase, Facebook, Google, HP, IBM, Match.com, Netflix, the NSA, Pfizer, Target, and Uber are seizing upon the power of big data to predict human behavior—including yours.

Eric Siegel, Ph.D.

[*Predictive Analytics: The Power to Predict Who Will Click, Buy, Lie or Die*](#) (Wiley, 2013 & 2016)
Predictive Analytics World (pawcon.com), Deep Learning World (deeplearningworld.com)

Why? Predictive analytics reinvents industries and runs the world. Read on to discover how it combats risk, boosts sales, fortifies healthcare, optimizes social networks, toughens crime fighting, and wins elections.

- The #1 bestseller in multiple Amazon categories
- Made 800-CEO-READ's list of bestselling business books
- Winner of six book awards
- Translated into 12 languages
- Used in courses at hundreds of universities
- 55+ published book reviews
- 100+ other articles covering the book

TECHNOLOGY AND RESEARCH PUBLICATIONS

Update: for numerous more recent articles over the last several years, see www.predictiveanalyticsworld.com/book/press.php#articlesbytheauthor

Eric V. Siegel, "Uplift Modeling: Predictive Analytics Can't Optimize Marketing Decisions Without It," <http://www.predictiveanalyticsworld.com/signup-uplift-whitepaper.php>, June 2011. *To drive business decisions for maximal impact, analytical models must predict the marketing influence of each decision on customer buying behavior. Uplift modeling provides the means to do this, improving upon conventional response and churn models that introduce significant risk by optimizing for the wrong thing. This shift is fundamental to empirically driven decision making. This convention-altering white paper, sponsored by Pitney Bowes Business Insight (www.pbinsight.com), reveals the why and how, and delivers case study results that multiply the ROI of predictive analytics by factors up to 11.*

Eric V. Siegel, "If you can predict it, you own it: Four steps of predictive analytics to own your market," <http://www.sas.com/knowledge-exchange/business-analytics/if-you-can-predict-it-you-own-it.html>, SAS Business Analytics Knowledge Exchange. June 2011.

Eric V. Siegel, "Seven Reasons You Need Predictive Analytics Today," <http://www.predictiveanalyticsworld.com/signup-whitepaper.php>, September, 2010. *Predictive analytics has come of age as a core enterprise practice necessary to sustain competitive advantage. This definitive white paper, produced by Prediction Impact and sponsored by IBM, reveals seven strategic objectives that can be attained to their full potential only by employing predictive analytics, namely Compete, Grow, Enforce, Improve, Satisfy, Learn, and Act. Translated by IBM into 10 other languages. Featured on IBM's main predictive analytics webpage for years and still repeated 170+ places across IBM.com as of 2021.*

Eric V. Siegel, "Six Ways to Lower Costs with Predictive Analytics," <http://www.predictiveanalyticsworld.com/lower-costs-with-predictive-analytics.php>, BeyeNETWORK, January, 2010.

Eric V. Siegel, "Casual Rocket Scientists: An Interview with a Layman Leading the Netflix Prize," <http://www.predictiveanalyticsworld.com/layman-netflix-leader.php>, Predictive Analytics World, September, 2009.

Eric Siegel, Ph.D.

[*Predictive Analytics: The Power to Predict Who Will Click, Buy, Lie or Die*](#) (Wiley, 2013 & 2016)
Predictive Analytics World (pawcon.com), Deep Learning World (deeplearningworld.com)

Eric V. Siegel, “Predictive Analytics Delivers Value Across Business Applications,” <http://www.b-eye-network.com/view/9392> or <http://www.predictiveanalyticsworld.com/businessapplications.php>, BeyeNETWORK, January, 2009. *This article summarizes the wide range of business applications of predictive analytics, each of which predicts a different type of customer behavior in order to automate operational decisions. A named case study is linked for each of eight pervasive commercial applications of predictive analytics.*

Eric V. Siegel, “Predictive analytics for revenue-generating response models,” <http://www.dmnews.com/Predictive-analytics-for-revenue-generating-response-models/article/100580/>, DMNews, January, 2008.

Eric V. Siegel, “Predictive Analytics' Killer App: *Retaining New Customers*,” http://www.predictiveanalyticsworld.com/customer_retention.php or http://www.dmreview.com/article_sub.cfm?articleID=1086401, DM Review Magazine's Extended Edition, February, 2007.

Eric V. Siegel, “Analytics + Business Expertise = Actionable Predictions for Each Customer,” <http://www.bettermanagement.com/library/library.aspx?LibraryID=12280>, BetterManagement.com, June, 2005.

Eric V. Siegel, “Predictive Analytics with Data Mining: How It Works,” <http://www.dmreview.com/specialreports/20050215/1019956-1.html>, DM Review Magazine's DM Direct, February, 2005. *In top 3 Google results for “predictive analytics”, 2005 – 2008; top 10 through 2009.*

Eric V. Siegel, “Driven with Business Expertise, Analytics Produces Actionable Predictions,” <http://www.destinationcrm.com/Articles/Web-Exclusives/Viewpoints/Driven-with-Business-Expertise-Analytics-Produces-Actionable-Predictions-44224.aspx>, CRM Magazine's DestinationCRM, March, 2004.

Seth Robertson, Eric V. Siegel, Matthew Miller, and Salvatore J. Stolfo, “Surveillance Detection in High Bandwidth Environments.” The Third DARPA Information Survivability Conference and Exposition (DISCEX III), Washington, D.C., April, 2003.

Siegel, Eric V. and McKeown, Kathleen R. “Learning Methods to Combine Linguistic Indicators: Improving Aspectual Classification and Revealing Linguistic Insights.” Computational Linguistics, December, 2000.

Siegel, Eric V. “Corpus-Based Linguistic Indicators for Aspectual Classification.” Proceedings of the 37th Annual Meeting of the Association for Computational Linguistics, University of Maryland, College Park, MD, June, 1999.

Siegel, Eric V. “Disambiguating Verbs with the WordNet Category of the Direct Object.” Usage of WordNet in Natural Language Processing Systems Workshop, Universite de Montreal, August, 1998.

Eric Siegel, Ph.D.

[Predictive Analytics: The Power to Predict Who Will Click, Buy, Lie or Die](#) (Wiley, 2013 & 2016)
Predictive Analytics World (pawcon.com), Deep Learning World (deeplearningworld.com)

Siegel, Eric V. "Linguistic Indicators for Language Understanding: Using machine learning methods to combine corpus-based indicators for aspectual classification of clauses," Doctoral dissertation, Columbia University, New York City, 1997.

Siegel, Eric V. "Learning methods for combining linguistic indicators to classify verbs." Proceedings of the Second Conference on Empirical Methods in Natural Language Processing, Providence, RI, August, 1997.

Siegel, Eric V. and Chaffee, Alexander D. "Genetically optimizing the speed of programs evolved to play Tetris." In *Advances in Genetic Programming: Volume 2*, edited by P.J. Angeline and K. Kinnear, MIT Press, Cambridge, MA, 1996.

Siegel, Eric V. and McKeown, Kathleen R. "Gathering statistics to aspectually classify sentences with a genetic algorithm." In *Proceedings of the Second International Conference on New Methods in Language Processing*, Ankara, Turkey, Sept. 1996.

Siegel, Eric V. "Genetic Programming: AAAI Fall Symposium Series Report," *AI Magazine*, 1996.

Siegel, Eric V. and Koza, John R., *editors*. *Genetic Programming: Papers from the AAAI Fall Symposium*, AAAI Technical Report FS-95-01, Cambridge, MA, 1995.

Siegel, Eric V. "Competitively evolving decision trees against fixed training cases for natural language processing." In *Advances in Genetic Programming*, edited by K. Kinnear, MIT Press, Cambridge, MA, 1994.

Siegel, Eric V. and McKeown, Kathleen R. "Emergent linguistic rules from inducing decision trees: disambiguating discourse clue words." In *Proceedings of the Twelfth National Conference on Artificial Intelligence*, Seattle, WA, July 1994.

MACHINE LEARNING AND COMPUTER SCIENCE EDUCATION PUBLICATIONS

Siegel, Eric V. "Iambic IBM AI: The Palindrome Discovery AI Project." 31st Technical Symposium of the ACM Special Interest Group in Computer Science Education, March, 2000.

Siegel, Eric V. "Why Do Fools Fall Into Infinite Loops: Singing To Your Computer Science Class." 4th Annual Conference on Innovation and Technology in Computer Science Education (SIGCSE-sponsored), Cracow University of Economics, Cracow, Poland, June, 1999.

Eskin, Eleazar and Siegel, Eric V. "Genetic Programming Applied to Othello: Introducing Students to Machine Learning Research." 30th Technical Symposium of the ACM Special Interest Group in Computer Science Education, New Orleans, LA, March, 1999.

CONFERENCE ORGANIZATION AND REVIEWING

Eric Siegel, Ph.D.

[*Predictive Analytics: The Power to Predict Who Will Click, Buy, Lie or Die*](#) (Wiley, 2013 & 2016)
Predictive Analytics World (pawcon.com), Deep Learning World (deeplearningworld.com)

Founding Conference Chair: Predictive Analytics World, 2009 - present.
www.predictiveanalyticsworld.com – San Francisco, Boston, Chicago, Toronto, Washington DC, London, Berlin, Munich, Las Vegas

Founder and Coproducer: Deep Learning World, 2018 – present.
www.deeplearningworld.com – Las Vegas, Munich

Founding Conference Chair: Text Analytics World, 2011 - 2016.
www.textanalyticsworld.com – San Francisco, Boston

Co-Chair: AAAI Fall Symposium on Genetic Programming, MIT, 1995. Gathered a committee, coordinated submission reviews, organized and ran three days of presentations and activities, co-edited a volume of 19 accepted papers (see above publication), and compiled a “brain-storming” archive: www.cs.columbia.edu/~evs/gpsym95.html

Reviewer for Publications:

- **Editor**, *The Open Directory Project* (the largest, most comprehensive human-edited directory of the Web), category: *Data Mining Consultants*, http://dmoz.org/Computers/Software/Databases/Data_Mining/Consultants/ 2005 - 2007
- The Journal of Machine Learning Research, 2005
- The Handbook of Information Security, John Wiley & Sons, Inc., 2005
- Computational Linguistics, 2000
- IEEE Transactions on Evolutionary Computation, 1997
- Advances in Genetic Programming: Volume 2 (MIT Press), 1996

Program and Advisory Committees:

- Predictive Analytics Certificate Program, University of California Irvine Extension, 2012 –
- Brandeis University Strategic Analytics Professional Advisory Committee member, 2014 –
- ACM International Conference on Knowledge Discovery & Data Mining, 2005 & 2007
- Technical Symposium of the ACM SIG in Computer Science Education, 1998 & 2000
- International Conference on Genetic Algorithms, 1995 and 1997
- Annual Conference on Genetic Programming, 1996 and 1997
- International Conference on Parallel Problem Solving from Nature, 1997
- Ph.D. Thesis Committee for Dr. Adam Wilcox, in medical informatics and data mining
- Association for Computational Linguistics Student Session, 1998

MACHINE LEARNING TECHNOLOGY EXPERIENCE

Machine Learning Software: CART (*Salford Systems*), Affinium Model (*Unica*), Model 1 (*Group 1*), Enterprise Miner (*SAS*), IBM SPSS Modeler (formerly *Clementine*), Weka, GPQuick. Supervision of projects conducted with R and ThinkAnalytics.

Languages: SAS, S, Splus, Mathematica, AWK, Perl, Java, C, C++, SQL, LISP, Prolog, Python.

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Analytics Methodology: linear regression, log-linear regression, neural networks, decision trees, Naive Bayes, bayes networks, genetic algorithms, genetic programming, unsupervised learning, clustering, text mining.

HOBBIES AND EXTRACURRICULAR

- **Theater.** Acted in 22 plays (2 at Actor's Theatre of San Francisco), 3 student films
- **Mediocre professional musician.** (Off-off Broadway; Carnegie Hall when I was 16)
- **Great amateur musician.** (Educational computer science songs – high student ratings)
- **Non-fictional writing, travel, meditation, color-blind.**

Eric Siegel, Ph.D.

[Predictive Analytics: The Power to Predict Who Will Click, Buy, Lie or Die](#) (Wiley, 2013 & 2016)
Predictive Analytics World (pawcon.com), Deep Learning World (deeplearningworld.com)