

TOPICS:

The Future; Business Strategy; Marketing and Sales;
Technology; Innovation

BIG IDEAS:

- **Marketing in Web 2.0: The New Data Revolution**

Web 1.0 collected data to cut costs and help optimize business processes. In Web 2.0, users are contributing a wide variety of both quantitative and qualitative data, including transactions, intentions, social relations, sentiment, attention, gestures, location, and much more. Companies now have incredible opportunities to create new technologies to support innovative services. Social recommendations and behavioral targeting are examples of recent uses of these forms of data. What are the implications for new business models, products and services? What are the insights and intuitions about what will work in practice? And what are the risks?



Andreas Weigend

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BIOGRAPHY

Andreas Weigend is the former Chief Scientist at Amazon.com and an expert in data mining and computational marketing. He currently teaches the graduate course Data Mining and Electronic Commerce at Stanford University, and the executive course Technology, Information and Innovation in Shanghai. As an independent consultant, he now helps data-intensive organizations make strategic decisions based on analytics and metrics. His applied research is in fields including behavioral economics, time series analysis, and computational finance. His career as a scientist, data strategist and quantitative methods innovator gives him a unique ability to bridge the gap between industry and academia.

He served as Amazon.com's Chief Scientist until January 2004, where he developed data mining techniques including session-based marketing, and designed applications ranging from heuristic cross-selling to customer network and lifecycle analysis. Previously, in 1999, he co-founded MoodLogic, voted "best music organizer" by CNET. He

was also the Chief Scientist of ShockMarket, creating information products and trading models based on real-time data from online brokerages, leveraging principles of behavioral finance.

Andreas has published more than one hundred scientific papers and co-authored six books. He has also served as a full-time faculty member at New York University's Stern School of Business, and at the University of Colorado at Boulder. He received an IBM Partnership Award and a National Science Foundation Career Award. Andreas studied electrical engineering, physics, and philosophy at Karlsruhe, Cambridge (Trinity College), and Bonn University. He received his Ph.D. from Stanford University in physics in 1991, and was a researcher at Xerox PARC (Palo Alto Research Center) and at the Santa Fe Institute.