



## Dr. Andreas Weigend Ph.D.

Thought Leader, Online Innovator & Former Chief Scientist of Amazon.com



### CSA CELEBRITY SPEAKERS

Andreas S. Weigend is one of the world's leading innovators, an expert in social and mobile technologies, consumer behaviour and digital marketing. He directs the Social Data Lab, teaches at Stanford University and UC Berkeley and his research centres on how ongoing social data revolution impacts consumers, companies, and society.

**"We know nothing, but we can measure it"**

#### In detail

Andreas Weigend graduated in physics, electrical engineering and philosophy in Munich, Cambridge and Stanford. He was the chief scientist at Amazon.com, where he focused on data strategy and the customer-centric culture that has become central to Amazon's success. Andreas teaches at Stanford (Data Mining), Berkeley (Marketing), and in China (Tsinghua) - his work with students and clients provides him with a precious flow of new ideas constantly enhancing his 15 years of experience.

#### What he offers you

Andreas shares his insights on the untapped power of data, challenging the minds of his audiences to help them understand the irreversible change in how individuals express themselves, relate to each other and make purchasing and lifestyle decisions.

#### How he presents

Andreas is an engaging and entertaining speaker, he focuses on important, often hard questions and uses carefully chosen examples from his extensive network and vast expertise to expound on these questions. His goal is to challenge the minds of the audience.

#### Topics

Data Sets, Tool Sets, Skill Sets, Mindset  
E-commerce, Me-commerce, We-commerce  
Case: The secret of Amazon's Recommendations  
Content, Context, Connection, Community and Conversation (5 C's of marketing)  
Formulating the Equations of the Business in Customer-Centric Terms  
The New Time Scale of Innovation

#### Languages

He presents in German & English.

#### Want to know more?

Give us a call or send us an e-mail to find out exactly what he could bring to your event.

#### How to book him?

Simply phone or e-mail us.

#### Publications

##### 2000

Computational Finance 1999 (with Yaser S. Abu-Mostafa, Blake LeBaron and Andrew W. Lo)