

ANDREAS WEIGEND

Chief Scientist at Amazon (2002 - 2004)

Andreas Weigend is a leading behavioral marketing expert. His career as a scientist, data strategist and quantitative methods innovator has enabled him to bridge the gap between industry and academia.

As the Chief Scientist of Amazon.com, he developed data mining techniques including session-based marketing, and designed applications ranging from heuristic cross-selling to customer network and lifecycle analysis. Weigend currently teaches the graduate course Data Mining and Electronic Commerce at Stanford University.

"My expertise is in social and mobile technologies and in consumer behavior: I study people and the data they create. In today's increasingly digitized world, consumers are sharing data in unprecedented ways. This Social Data Revolution represents a deep shift in how people make purchasing decisions."

"I advise companies that want to embrace this new reality of social data. Together, we design interactive platforms and real-time systems, empowering them and their customers to make better choices. Previously, as the Chief Scientist of Amazon.com, I helped to build the customer-centric, measurement-focused culture that has become central to Amazon's success."

"I lecture at Stanford University on social data and e-commerce, and direct the Social Data Lab. I also share my insights on the untapped power of data at company events and top conferences around the globe. I received my Ph.D in Physics from Stanford University."

"My goal is to guide my clients through the evolving landscape of consumer behavior and data to identify new business opportunities. The results of my work changes the way business leaders perceive the value of data and the future of relationships."

"Through workshops and corporate seminars I help my clients define user-centric metrics of engagement, and invent incentives that inspire users to create and share. I take pride in the co-creation of innovative products and business models, anchored on a solid data strategy."

"I teach the course The Social Data Revolution: Data Mining and Electronic Commerce at Stanford University, and the executive MBA course The Digital Networked Economy at Tsinghua University."

"My courses focus on how the data people generate by interacting with each other and with the world can be used for better decisions about how to spend attention, money and social capital. I bring my broad industry experience into the classroom, exploring real-world scenarios."

"In 2010, I gave the keynote at the World Innovation Forum, sharing the stage with marketing guru Seth Godin and business strategist Michael Porter. I also spoke at the World Marketing Forum, with Phil Kotler and Martin Lindstrom. I like to challenge the audience to

help them see the amazing possibilities the social data revolution has for people, business, and society. I also speak at corporate events at companies such as Best Buy, Google, IBM and Volkswagen."

TEMAS

- Marketing
- Innovation
- Social Media
- Internet Commerce

PROGRAMAS

The Future of Relationships

Takes companies beyond the traditional transaction economy, rewriting the equations of the business to reflect the true value of the relationship with each customer and their network. I discuss emerging opportunities and new business models that are needed after the irreversible structural changes the Social Data Revolution has brought.

Wired or Fired for Real Time Decisions

Starts with the fact that we now live in a world where creating and sharing data in real time is free. It explores how those can be used to effectively help people make better decisions. Modeling the context of a user based on social and mobile data is key to thriving in the ever-increasing torrents of information.

How the Social Data Revolution Changes (almost) Everything

Billions of people are now producing and sharing massive amounts of data with one another (C2C), with businesses (C2B), and even with the world (C2W). The ease of data creation and global distribution has led to the social data revolution-changing the way we view

ourselves, interact with each other, and make decisions. Everything from our location and shopping habits, to our thoughts and emotions, is now digitized and broadcast to the world in real-time, with only a few clicks.

In the last decade, companies shifted from e-commerce to me-commerce, from a company-centric to customer-centric perspective. Now, successful companies shift from me-business to we-business, moving towards a relationship-centric perspective. The focus is now on the community and the network, not on the individual or the company. Socializing data about our relationships with individuals, places, products, companies and brands, drives this revolution.

Think what Nike+ did for shoes, what Facebook did for people, and what Twitter did for communication: How does social data transform product strategy from the traditional bigger and cheaper, to facilitating your customers coordinating with each other, ultimately helping them make better decisions? How will mobile and social technologies impact the equation of your business?

Explore how the Social Data Revolution is changing the expectations and behavior of your customers. In this talk, Andreas Weigend will discuss the principles underlying social data. He will give examples of companies that successfully provide social playgrounds, based on his first-hand experience as the former Chief Scientist of Amazon.

The Art of Social Data

Billions of people are now producing and sharing massive amounts of data with one another, with businesses, and even with the world. The result: the social data revolution-changing the way we view ourselves, interact with each other, and make decisions. Everything from our location and shopping habits, to our thoughts and emotions, is now digitized and broadcast to the world in real-time, with only a few clicks.

While the attention capacity of a person remains the same as in the past, the amount of data a person creates doubles every 1.5 years. Companies and individuals thus compete more than ever for the ultimate scarce resource: the attention of their audience.

Companies have already made strides in shifting from a company-centric to a customer-

centric perspective. Now they are now moving toward a relationship-centric approach, focusing on the community and the network, not only on the company or the individual.

What is the impact of social data on information gathering? How does it affect your own identity as a journalist and the identity of your publication or product? How do you move from a traditional concept of one-way communication with your sources and readers to a multi-directional form of communication that may include curating a relationship among the parties involved.