Biographies of Panelists

Sam Koslowsky

Sam Koslowsky is Vice President of Modeling Solutions at Harte Hanks. a leading worldwide direct marketing and targeted media company. His responsibilities include developing quantitative solutions for a wide variety of industries. With over twenty five years experience in marketing and financial arenas, Sam has applied his skills and knowledge in areas as diverse as fraud detection, credit risk evaluation, marketing segmentation, and economic analysis, to name just a few.

Before joining Harte Hanks, Sam was with boutique consulting firm focusing on CRM consulting and data mining applications.

Prior to that stint, Sam spent eight years with American Express, the last four as Vice president of Data Base marketing. There he provided key strategic and tactical support to the many diverse businesses under the American Express umbrella. These included credit card, brokerage, catalog, publishing, retail, and insurance.

Previous to his American years, Sam spent several years with JCPenney providing quantitative solutions to credit, marketing, catalog, and retail businesses.

Sam is a frequent speaker at industry conferences, has lectured at NYU and Columbia University's executive MBA programs. He has written in excess of fifty articles in industry and refereed journals. He has an undergraduate degree in mathematics, an MBA from New York University, and Post Masters level work in quantitative methods.

Claudia Perlich

Prior to joining m6d as Chief Scientist, Claudia spent five years working at the Data Analytics Research group at the IBM T.J. Watson Research Center, concentrating on research in data analytics and machine learning for complex real-world domains and applications.

She is presenting regularly in academic and industry events, has published over 30 scientific articles, and holds multiple patents in the area of machine learning. Claudia has won many data mining competitions, including the prestigious 2007 KDD CUP on movie ratings, the 2008 KDD CUP on breast-cancer detection, and the 2009 KDD CUP on churn and propensity predictions for telecommunication customers. Claudia received her Ph.D. in Information Systems from Stern School of Business, New York University in 2005 and holds a Master of Computer Science from Colorado University.

David A. Tussey

David Tussey is currently employed at Google as a Technical Advertising Consultant where he supports major web publishers with their display advertising campaigns. Previously he was a product manager for Google Maps. He has extensive software management experience in both the financial and industrial sectors. He has managed numerous software projects including implementation of off-the-shelf enterprise products as well as custom application development. His educational background includes an BS in Computer Science from Vanderbilt University, an MS in Computer Science from the Naval Postgraduate School, and a PhD in Engineering Management from Old Dominion University. He has taken a number of courses in computer programming from New York University and has lived in New York since 1999, brought to the City to work on a Y2K project. His professional interests include data analysis, databases, and statistical quality control.

Prior to entering the technology arena, David flew jet fighters for the US Navy, including a jet now on display on the USS Intrepid. He has one son, Justin -- a Mechanical Engineer working on automobile suspension design, and two cats. He can be reached on Facebook and on Twitter @davidtussey.

Kaiser Fung

Kaiser will moderate the panel as the College Relations Chair of the New York Chapter of INFORMS. He is a professional statistician, educator and author with experience in the marketing, advertising, finance and telco sectors at companies such as SiriusXM Radio, American Express, X+1, and Sonus Networks. His book on statistical thinking, *Numbers Rule Your World*, was published by McGraw-Hill in 2010, and has been translated in four languages. His first degree is in Operations Research from Princeton.