



## Andreas Weigend

*Leading Behavioral Marketing Expert; Former Chief Scientist, Amazon.com*

**TOPIC:** Marketing and Sales

**SUBTOPICS:** The Future; Business Strategy; Technology/Media; Innovation

### BIG IDEAS:

#### The Social Data Revolution

Through the use of personal and networked technology, individuals around the world are creating and sharing massive amounts of data with one another (C2C), businesses (C2B), and even the world (C2W). The lowered barriers for production and plunging costs of connecting to one another has ushered a new revolution.

Historically, the technology to move energy led to the industrial revolution and changed the way we produced things. The technology to move bits led to the information revolution and changed the way we produced knowledge. Today we live in an age where people are connected globally and the immediate cost for the individual to connect online is almost negligible. The ease of data creation and the feasibility of global sharing with universal access have brought us into the social data revolution.

Andreas works with organizations to understand the deep questions that are beginning to emerge: What does it mean to own data in an intrinsically networked world? What are the trade-offs individuals want to make? How are customer expectations shifting? What remains constant in these rapidly changing technologies?

Understanding and applying the principles of the social data revolution empowers companies to leverage relevant data created and shared by individuals.

#### The Unrealized Power of Data

In an economy where attention is increasingly becoming scarce, recommendations from friends creates much higher relevance and increases our attention to products. Companies need to realize the power of social data and must evolve their data strategy to participate in the revolution.

Aligning our thinking to the social data revolution presents an exciting future. Companies will move beyond collecting implicit data left behind by a customer to creating and sharing rich and live data explicitly. Companies that understand how to create meaningful interactions will empower customers to create and share data as well as manage the risks and trade-offs involved to dramatically improve their businesses in the social data revolution.

## BIOGRAPHY

Andreas Weigend studies people and the data they create. He works with companies that are eager to discover and tackle the pertinent questions and to develop strategies to realize the untapped power of data. His clients include Alibaba, Best Buy, Goldman Sachs, Lufthansa, Match.com, Nokia, Priceline.com, Singtel, Thomson Reuters, the World Economic Forum, as well as exciting startups around the globe. Previously, as the Chief Scientist of Amazon.com, he helped build the customer-centric, measurement-focused culture that has become central to Amazon's success. Since 2003, he has been teaching Data Mining and E-Business at Stanford and The Digital Networked Economy at Tsinghua in Beijing.

Andreas also shares his insights at top conferences, such as the World Business Forum 2009 in Milan and the World Innovation Forum 2010 in New York. Known as a lively and engaging speaker, his main goal is to challenge the minds of his audience, helping them understand the irreversible impact the Social Data Revolution has on people, business, and society. He also gives

speeches and workshops to the world's most innovative firms that combine cutting-edge ideas with his expertise on behavioral economics and vision for consumer-enabling technologies.

Andreas received his undergraduate education in Germany and Cambridge (UK), and his Ph.D. from Stanford University in physics. His career as a data scientist combined with his deep industry experience across information-intensive organizations allows him to successfully bridge the gap between academia and industry. Andreas lives in San Francisco, Shanghai, and on [weigend.com](http://weigend.com).