

CLAUDIA PERLICH
Two Sigma
Senior Data Scientist

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EMPLOYMENT HISTORY

<i>Since Jan 2018</i>	Two Sigma, NY Senior Data Scientist (SVP)
<i>Feb 2010-2018</i>	Dstillery, NY Chief Scientist
<i>Since Feb 2011</i>	Stern School of Business, NY Adjunct Professor teaching Data Mining in the MBA program
<i>Oct 2004-2010</i>	IBM Watson Research Center, Yorktown Heights, NY Research Staff Member, Data Analytics Research Group
<i>1998-2004</i>	Stern School of Business, NY Research and Teaching Assistant
<i>Jun-Aug. 1999</i>	IBM Watson Research Center, NY Summer Student working with Murray Campbell

PROJECTS AND RESPONSIBILITIES AT DSTILLERY

- The reliable estimation of our targeting models (predictive modeling/ranking models using NB/logistic regression and others). We are building on the order of 10000 models per week based on very detailed digital consumer behavior across devices.
- Supervision of our real time scoring engine that applies the models to identify the target segments of browsers.
- Bid Optimization for RTB systems that incorporate the time of day, inventory and targeting score of a browser to select the appropriate bid price.
- Performance evaluation of systems/models and campaigns both in vitro and vivo.
- Fraud detection and data validation.
- Support business development and analytics by developing new analytical tool. Most recently we build a matching score for publishers and marketers.
- Reporting of analytic developments to the board and CEO/CTO.

PROJECTS AND RESPONSIBILITIES AT IBM

- Leading teams that competed successfully in KDD Data Mining Competitions 2007-2009 (Netflix recommendations/breast cancer/churn in telecommunication)
- Designing and executing wallet/opportunity estimation models for IBM Sales (Edelman Prize in 2009) using quantile regression
- Blog analysis tool that includes sentiment, relevance, and authority models for market insights
- Twitter analysis for marketing
- Revenue prediction for Software production to support research and development allocation
- Analysis of price dispersion and effectiveness of real-time pricing for medical retailer
- Optimal truck configuration based on past order data using hierarchical clustering and mutual information
- Patent analysis and recommending suitable customers for licensing of particular patents
- Optimizing server configuration and hardware reduction

EDUCATION

<i>1998 - 2004</i>	Stern School of Business, New York University Ph.D., Information Systems “Probability Estimation in Multi-Relational Domains”	New York NY
<i>2001</i>	Master of Science, Information Systems	
<i>1996 - 1998</i>	Technical University Darmstadt Diplom, (Master of Sciences), Computer Science Minor: System Control	Darmstadt Germany
<i>1995 - 1996</i>	University of Colorado Master of Sciences, Computer Science	Boulder CO
<i>1992 - 1995</i>	Technical University Darmstadt Vordiplom (Bachelor of Sciences), Computer Science	Darmstadt Germany

HONORS, AWARDS AND DISTINCTIONS

2017	AdKDD Best Paper Award “Blacklisting the Blacklist in Online Advertising”
2017	Quora Top Writer
2016	Gold Stevie Award - InNovemberator of the Year
2016	Runner Up:KDnuggets Blog Contest: Automated Data Science and Machine Learning
2014	#81 FastCompany Most Creative People 2014
2014	Executive Management Award Winners CXO by SmartCEO
2013	#31 Wired Smart List 2013
2013	PopTech Fellow at Rockefeller Foundation’s Bellagio Center
2013	“4 under 40” Emerging Leaders Award of the American Marketing Association

2013 ARF Great Minds InNovemberation Award: Grand Winner

2013 CRAIN's "40 under 40"

2012 ACM SIGKDD Best Industry Paper Award, "Bid Optimizing and Inventory Scoring in Targeted Online Advertising"

2012 Peoples Choice Award Runner Up at Wharton's EGII: What Works in the New Age of Advertising & Marketing

2011 ACM SIGKDD Best Research Paper Award, "Leakage in Data Mining: Formulation, Detection, and Avoidance"

2009 ACM SIGKDD-CUP Winner Task 1, "Fast Challenge for CRM"

2009 Finalist in the INFORMS Edelman competition

2008 INFORMS Data Mining Contest Winner Task 1, "Identifying Pneumonia Patients"

2008 IBM Outstanding Technical Award, "Winning Data Mining competitions"

2008 ACM SIGKDD-CUP Winner Task 1 and 2, "Identifying Breast Cancer"

2007 ACM SIGKDD-CUP Winner Task 1, "Predicting the number of movie ratings for NETFLIX"

2007 Data Mining Practice Prize at KDD 2007, "Predictive modeling for marketing", Second Place

2007 IBM Outstanding Technical Award, "Opportunity models and validation for the Market Alignment Program (MAP)"

2005 IBM Research Award for contributions to Market Alignment Program (MAP)
IBM Research Award for contributions to OnTarget

2005 ILP Challenge 2005 Winner, "Genetic classification"

2004 Crowell Memorial Prize Paper Competition (PanAgora), Finalist

2003 ACM SIGKDD-CUP Second Place, "Predicting Citation Rates"

2003 Doctoral Consortium at ICIS

2002 Winner (Additional) The SAP Doctoral Support Award, International Competition via Penn State's eBusiness Research Center-eBRC

2002-2003 Joseph Taggart Doctoral Fellowship

1998-2002 New York University Doctoral Fellowship

1996-1998 Scholarship from the Studienstiftung des Deutschen Volkes (German National Merit Scholarship Foundation)

1995-1996

Scholarship from the DAAD (German American Exchange Service)

PUBLICATIONS

Journal Papers:

“Evaluating and Optimizing Online Advertising: Forget the Click, but There Are Good Proxies”

Dalessandro B., R. Hook, C. Perlich, F. Provost. *Big Data Journal*. 2015, 3(3): 90-102.

“A Data Scientist’s Guide to Start-Ups”

Provost F, Webb G I., Bekkerman R., Etzioni O., Fayyad U., and Perlich C. *Big Data Journal*. 2014, 2(3): 117-128.

“Bigger is Better, But at What Cost?”

Dalessandro B., C. Perlich, T. Raeder. *Big Data Journal* 2014

“Machine learning for targeted display advertising: Transfer learning in action”

Perlich C., B. Dalessandro, T. Raeder, O. Stitelman, F. Provost. *Machine Learning*95(1) (2014) 103-127.

“Leakage in Data Mining: Formulation, Detection, and Avoidance”

Kaufman S., S. Rosset, C. Perlich, O. Stitelman. *Transactions on Knowledge Discovery from Data* 6(4) (2012)

“On Cross-validation and Stacking: Building seemingly predictive models on random data”

Perlich C. and G. Świrszcz. *SIGKDD Explorations* 12(2) (2010) 11-15

“Social Media Analytics: The Next Generation of Analytics-Based Marketing Seeks Insights from Blogs”

Lawrence R., P. Melville, C. Perlich, et al. *ORMS Today* February (2010) 26

“On Data-Driven Analysis of User-Generated Content”

Perlich C., M. Saar-Tsechanski. *IEEE Intelligent Systems* 25(1) (2010) 12-17

“Winning the KDD Cup Orange Challenge with Ensemble Selection”

Niculescu-Mizil A., C. Perlich. *Journal of Machine Learning Research W&CP* 7 (2009) 23-34

“Operations Research Improves Sales Force Productivity at IBM”

Lawrence R., C. Perlich, S. Rosset, et al. *Interfaces, INFORMS Journal on the Practice of Operations Research* 40(1) (2010) 33-46

“Medical Data Mining: Insights from Winning Two Competitions”

Rosset S., C. Perlich, G. Świrszcz, P. Melville, Y. Liu. *Journal of Data Mining and Knowledge Discovery* 20(3) (2010) 439-468

“Breast Cancer Identification: KDD Cup Winners Report”

Perlich C., P. Melville, Y. Liu, G. Świrszcz, S. Rosset and R. Lawrence. In *SIGKDD Explorations* 10(2) (2008) 39-42

“Making the Most of Your Data: KDD Cup 2007 ‘How Many Ratings’ Winner’s Report”

Rosset S., C. Perlich, Y. Liu. In SIGKDD Explorations 9(2) (2007) 66-69

“Analytics-driven solutions for customer targeting and sales force allocation”

Arroyo J., M. Callahan, M. Collins, A. Ershov, I. Khabibrakhmanov, R. Lawrence, S. Mahatma, M. Niemaszyk, C. Perlich, S. Rosset, S. Weiss. IBM Systems Journal 46 (4) (2007)

“A Market-Based Framework for Bankruptcy Prediction”

Reisz A., C. Perlich., Journal of Financial Stability 3(2) (2007) 85-131

“Ranking-Based Evaluation of Regression Models”

Rosset S., C. Perlich, B. Zadrozny. Knowledge and Information Systems 12 (3) 2006 331-329

“ACORA: Distribution-Based Aggregation for Relational Learning from Identifier Attributes”

Perlich C., F. Provost. Special Issue on Statistical Relational Learning and Multi-Relational Data Mining, Journal of Machine Learning 62 (2006) 65-105

“Temporal Resolution of Uncertainty and Corporate Debt Yields: An Empirical Investigation”

Reisz A., C. Perlich. Journal of Business 79 (2006) 731-770

“Predicting Citation Rates for Physics Papers: Constructing Features for an Ordered Probit Model”

Perlich C., F. Provost, S. Macskassy. In SIGKDD Explorations (2004) 154-155

“Tree Induction vs. Logistic Regression: A Learning Curve Analysis”

Perlich C., F. Provost, J. Simonoff. Journal of Machine Learning Research 4 (2003) 211-255

Conference and Workshop Papers:

“Audience Size Forecasting”

Shi Y., C. Perlich, R. Hook, W. Martin, M. Han, J. Moynihan, P. McCarthy, P. Lenz, R. Daniel-Weiner, R. Cost O. Stitelman. 24th SIGKDD International Conference on Knowledge Discovery and Data Mining 2018.

“Blacklisting the Blacklist in Online Advertising”

Shi Y., C. Perlich, O. Stitelman. ADKDD workshop at SIGKDD 2017.

“Privacy-Friendly Predictive Modeling”

Raeder T., B. Dalessandro, C. Perlich. Data Ethics workshop at SIGKDD 2014.

“Pleasing the Advertising Oracle: Probabilistic Prediction from Sampled, Aggregated Ground Truth”

Han M., C. Perlich, B. Dalessandro, F. Provost. ADKDD workshop at SIGKDD 2014.

“Scalable Transfer Learning for Online Advertising”

Dalessandro B., D. Chen, T. Raeder, C. Perlich, M. Han. 20th SIGKDD International Conference on Knowledge Discovery and Data Mining 2014.

“The Microsoft Academic Search challenges at KDD Cup 2013”

De Cock M., S. Basu Roy, S. Savvana, V. Mandava, B. Dalessandro, C. Perlich, W. Cukierski, B. Hamner. BigData Conference 2013

“Scalable Supervised Dimensionality Reduction Using Clustering”

Raeder T., C. Perlich, B. Dalessandro, O. Stitelman, F. Provost. 19th SIGKDD International Conference on Knowledge Discovery and Data Mining 2013.

“Using Co-visitation Networks For Classifying Non-Intentional Traffic”

Stitelman O., C. Perlich, B. Dalessandro, R. Hook, T. Raeder, F. Provost. 19th SIGKDD International Conference on Knowledge Discovery and Data Mining 2013.

“Diagnosing Non-Intended Traffic In Real Time Bidding Advertising Exchanges Using Co-Visitation Network Graphs”

Stitelman O., C. Perlich, R. Hook, B. Dalessandro, F. Provost. 4th Workshop on Information in Networks (WIN), 2012

“Evaluating and Optimizing Online Advertising: Forget the click, but there are good proxies”

Dalessandro B., R. Hook, C. Perlich. EMPGENS2 (2012)

“Bid Optimizing and Inventory Scoring in Targeted Online Advertising”

Perlich C., B. Dalessandro, R. Hook, O. Stitelman, T. Raeder, F. Provost. 18th SIGKDD International Conference on Knowledge Discovery and Data Mining 2012. Best Industry Paper Award

“Design Principles of Massive, Robust Prediction Systems”

Raeder T., O. Stitelman, B. Dalessandro, C. Perlich, F. Provost. 18th SIGKDD International Conference on Knowledge Discovery and Data Mining 2012.

“Causally Motivated Attribution for Online Advertising”

Dalessandro B., O. Stitelman, C. Perlich, F. Provost. ADKDD workshop at the 18th SIGKDD International Conference on Knowledge Discovery and Data Mining 2012.

“Lessons learned from contests in data mining”

Elkan C., J. Howard, Y. Koren, T. Liu, C. Perlich. 17th SIGKDD International Conference on Knowledge Discovery and Data Mining 2011.

“Leakage in Data Mining: Formulation, Detection, and Avoidance”

Kaufman S., S. Rosset, C. Perlich. 17th SIGKDD International Conference on Knowledge Discovery and Data Mining 2011. Best Research Paper Award

“Latent Graphical Models for Quantifying and Predicting Patent Quality”

Liu Y., Z. Kou, C. Perlich, R. Lawrence. 17th SIGKDD International Conference on Knowledge Discovery and Data Mining 2011

“Estimating The Effect Of Online Display Advertising On Browser Conversion In Observational Data”

Stitelman O., C. Perlich, B. Dalessandro, F. Provost. The 5th International Workshop on Data Mining and Audience Intelligence for Online Advertising at SIGKDD 2011

“Biased Modeling Performance in Stacking using Cross-Validation”

Perlich C., G. Świrszcz. 5th Annual Machine Learning Symposium, New York Academy of Science, 2010

“A Predictive Perspective on Measure of Influence in Networks”

Melville P., K. Subbian, R. Lawrence, E. Meliksetian, C. Perlich. 2nd Workshop on Information in Networks (WIN), 2010

“Machine Learning for Social Media Analytics”

Melville P., V. Sindhwani, R. Lawrence, E. Meliksetian, Y. Liu, P. Hsueh, C. Perlich. 4th Annual Machine Learning Symposium, New York Academy of Science, 2009

“Predicting Links in Dyadic Domains”

Perlich C., G. Świrszcz and R. Lawrence. 1st Workshop on Information in Networks (WIN) 2009

“Content-based Link Prediction for Patent Marketing”

Perlich C., G. Świrszcz and R. Lawrence. International Workshop on Recommendation-based Industrial Applications at RECSYS 2009

“Spatial-temporal causal modeling for climate change attribution”

Lozano A., H. Li, A. Niculescu-Mizil, Y. Liu, C. Perlich, J. Hosking, N. Abe. SIGKDD International Conference on Knowledge Discovery and Data Mining 2009

“Winners Report: KDD Cup Breast Cancer Identification”

Perlich C., P. Melville, Y. Liu, G. Świrszcz, S. Rosset and R. Lawrence. The KDD Cup and Workshop on Mining Medical Data at SIGKDD 2008

“Graphical Models for Workforce Classification”

Liu Y., Z. Kou, C. Perlich, R. Lawrence. Workshop on Data Mining Case Studies at SIGKDD 2008

“Mining Political Blog Networks”

Gryc W., Y. Liu, C. Perlich, R. D. Lawrence. Networks in Political Science Conference at Harvard 2008

“Making the Most of Your Data: KDD Cup 2007 ‘How Many Ratings’ Winner’s Report”

Rosset S., C. Perlich, Y. Liu, KDD Cup and Workshop at SIGKDD 2007

“A Data Mining Case Study: Analytics-driven solutions for customer targeting and sales force allocation”

Lawrence R., C. Perlich, S. Rosset, I. Khabibrakhmanov, S. Mahatma, S. Weiss. 2nd Workshop on Data Mining Case Studies and Practice Prize at SIGKDD 2007

“Looking for Great Ideas: Analyzing the InNovemberation Jam”

Helander M., R. Lawrence, Y. Liu, C. Perlich, C. Reddy, S. Rosset. Workshop on Web Mining and Social Network Analysis at SIGKDD 2007

“High Quantile Modeling for Customer Wallet Estimation with Other Applications”

Perlich C., S. Rosset, R. Lawrence, and B. Zadrozny, 13th SIGKDD International Conference on Knowledge Discovery and Data Mining 2007

“Identifying Bundles of Product Options using Mutual Information Clustering”

Perlich C., SIAM International Conference on Data Mining 2007

“Discriminative Embedding for Classification Tasks in Complex Relational and Network Domains”

Perlich C., Workshop on Novemberel Applications of Dimensionality Reduction at NIPS 2006

“Quantile Modeling for Marketing”

Perlich C., S. Rosset and B. Zadrozny. Workshop on Data Mining for Business Applications at 12th SIGKDD International Conference on Knowledge Discovery and Data Mining 2006

“A New Multi-View Regression Approach with an Application to Customer Wallet Estimation”

Merugu S. S. Rosset and C. Perlich. 12th SIGKDD International Conference on Knowledge Discovery and Data Mining 2006

“Wallet Estimation Models”

Rosset S., C. Perlich, B. Zadrozny, S. Merugu, S. Weiss and R. Lawrence. International Workshop on Customer Relationship Management: Data Mining Meets Marketing, NYU 2005

“Relational Learning for Customer Relationship Management”

Perlich C., and Z. Huang. International Workshop on Customer Relationship Management: Data Mining Meets Marketing, NYU 2005

“Approaching the ILP Challenge 2005: Class-Conditional Bayesian Propositionalization for Genetic Classification”

Perlich C. Inductive Logic Programming (ILP) 2005

“Gene Classification: Issues and Challenges for Relational Learning”

Perlich C., and S. Merugu. Workshop on Multi-Relational Data Mining (MRDM), at 11th SIGKDD International Conference on Knowledge Discovery and Data Mining 2005

“Ranking-Based Evaluation of Regression Models”

Perlich C., S. Rosset and B. Zadrozny. International Conference on Data Mining (ICDM) 2005

“Learning from Identifier Attributes: Distribution-Based Aggregation for Relational Learning”

Perlich C. and F. Provost. Dagstuhl Seminar 05051, 2005

“Aggregation-Based Feature Invention and Relational Concept Classes”

Perlich C. and F. Provost. Ninth ACM SIGKDD International Conference on Knowledge Discovery and Data Mining 2003, 167-176

“Citation-Based Document Classification”

Perlich C. Workshop on Information Technology and Systems (WITS) 2003

“Aggregation and Concept Complexity in Relational Learning”

Perlich C. and F. Provost. Workshop on Learning Statistical Models from Relational Data (SRL), at IJCAI 2003

“Relational Learning Problems and Simple Models”

Provost F., C. Perlich and S. Macskassy. Workshop on Learning Statistical Models from Relational Data (SRL), at IJCAI 2003

“ACORA: Automated Construction of Relational Attribute”

Perlich C. Prototype Track at Workshop on Information Technology and Systems (WITS) 2003

“Discovering Knowledge from Relational Data Extracted from Business News”

Bernstein A., S. Clearwater, S. Hill, C. Perlich and F. Provost. Workshop on Multi-Relational Data Mining (MRDM), at 8th SIGKDD International Conference on Knowledge Discovery and Data Mining 2002

“A Modular Approach to Relational Data Mining”

Perlich C. and F. Provost. American Conference on Information Systems (AMCIS) 2002

“Modeling of Scholastic Aptitude Tests”

Weigend A., C. Perlich and M. Brehler. International Conference on Neural Information Processing (ICONIP) 1996

Invited Book Chapters:

“Dstillery”

Perlich C. Data Scientists at Work, S. Gutierrez, 2014

“Lessons Learned From Data Competitions: Data Leakage and Model Evaluation”

Perlich C. Doing Data Science: Straight Talk from the Frontline, C. O’Neil & R. Schutt 2014

“Database Mining for Marketing”

Perlich C. and M. Saar-Tsechansky. In Encyclopedia of Marketing, 2009

“Learning Curves in Machine Learning”

Perlich, C. In Encyclopedia of Machine Learning, C. Sammut and G. Webb Editors, Springer 2009

“Looking for Great Ideas: Analyzing the InNovemberation Jam”

Gryc W., M. Helander, R. Lawrence, Y. Liu, C. Perlich, C. Reddy, S. Rosset. Extended workshop Proceedings on Web Mining and Social Network Analysis at SIGKDD 2007

“Quantile Modeling for Wallet Estimation”

Perlich C. and S. Rosset. Statistical Methods in eCommerce Research

“Aggregation for Predictive Modeling with Relational Data”

Perlich C. and F. Provost. In Encyclopedia of Data Warehousing and Mining 2004

“Modeling Quantiles”

Perlich C., S. Rosset and B.Zadrozny. In Encyclopedia of Data Warehousing and Mining, Second Edition

“Robust Regression Evaluation”

Perlich C., S. Rosset and B.Zadrozny. In Encyclopedia of Data Warehousing and Mining, Second Edition

Tutorials:

“Predictive Modeling in the Wild: Success Factors in Data Mining Competitions and Real-Life Projects”

KDD 2009

Self-Publication

Quora

<https://www.quora.com/profile/Claudia-Perlich>

LinkedIn

<https://www.linkedin.com/in/cperlich/detail/recent-activity/posts/>

Speaking Engagements

“Predictability in Machine Learning”

Keynote Women in Statistics and Data Science, Chincinatti Oct 2018

“Predictability in Machine Learning”

PAPIS.io, Boston Oct 2018

“Predictability in Machine Learning”

Rice Data Science Conference, Houston Oct 2018

<https://www.youtube.com/watch?v=g1g1nJMU8Ug>

“Predictability in Machine Learning”

Keynote DSAA, Turin (Italy) Oct 2018

“What Machine Learning can and cannot do”

Grace Hopper Celebration, Houston Sep 2018

“What Machine Learning can and cannot do”

Tapia, Orlando Sep 2018

“Women in Digital Leadership”

Panel: IAS Women’s Speakers Series, New York Sep 2018

“Social Data Science: Research Track”

Session Chair at D4GX, New York Sep 2018

“Career Impact of DS Competitions”

Panel: KDD CUP Workshop, London Aug 2018

“Women in Data Science”

Host of KDD Luncheon, London Aug 2018

“What is a Data Scientist Anyway?”

Invited Industry Panel, London Aug 2018

“Women in Finance”

Panel at Barclay, New York Aug 2018

“What Machine Learning can and cannot do”

Keynote at SQA, New York Jan 2018

“Role of Machine Learning in Finance”

Panel: Big Data in Finance at Cornell, New York May 2018

“Future of Work: Capital Markets, Digital Assets and the Disruption of Labor”

Panel at MIT IDE Event: The Impact of Machine Learning on the Workforce, New York Apr 2018

“Data science across all industries and levels of business”

Panel: Analytics Club Stern, NYU, New York Apr 2018

“Role of Intuition in Data Science”

Hackathon Kickoff, Princeton Mar 2018

“What Machine Learning can and cannot do”

Keynote at SQA, New York Jan 2018

“AI and Data Science in Capital Markets”

Panel Newsweek, New York Jan 2018

“Bridging Industry and Academia”

Columbia Leaders Forum, New York Dec 2017

“Predictability and other Predicaments”

Keynote Machine Learning Summit, New York Dec 2017

“What makes a good analytics project”

NYU Business Analytics Club, New York Dec 2017

“Getting Smart about Big Data”

Panel FWA, New York Nov 2017

“Future of AdTech”

Panel NYU Stern Tech Week, New York Nov 2017

“The Future of Data Science in the Media”

Keynote Panel DataEngConf, New York Oct 2017

“The Future of Data Science in the Media”

Keynote Panel DataEngConf, New York Oct 2017

“The Predictability Predicaments: Your Model Overlooks the Real Target”

Keynote Predictive Analytics World (PAW), New York Oct 2017

“The Secret Life of Predictive Models”

Keynote DataEngConf, New York Oct 2017

“Paradox of Big Data and Predictive Modeling”

Keynote eMetrics, New York Oct 2017

“Hardships of Creative Design”

<https://youtu.be/N4TjNs3VcK4>

<https://www.youtube.com/watch?v=N4TjNs3VcK4>

MIT CODE, Boston Oct 2017

“The Programmatic Focus Group”

Programmatic IO, New York Oct 2017

“Intuition in Data Science”

<https://tedxboston.org/speaker/perlich>

TedX Boston, Boston Oct 2017

“Predictability and Biases in ML”

AI with the Best, Oct 2017

“Cybersecurity & Artificial Intelligence”

Panel Women Leaders in Cybersecurity, New York Oct 2017

“Innovation for Peace Council Workshop”

The World Summit on Innovation & Entrepreneurship, New York Oct 2017

“150 Billion Transactions per Day on Lenovo Servers”

<https://www.youtube.com/watch?v=gY0tMA6Xbio>
STRATA, New York Sep 2017

“What Data Science Can and Cannot Do”

METIS: Demystifying Data Science, New York Sep 2017
<https://www.youtube.com/watch?v=G-6z9MF6TAo>

“Bridging AdTech and MarTech with Machine Learning”

FCB Data Summit, New York Sep 2017

“Predictability and other Predicaments in Machine Learning”

Current Challenges in Computing, Napa Sep 2017

“Pondering Predictability”

Women in ML Meetup, New York Aug 2017

“Predictability and Other Predicaments”

Swiss Conference on Data Science, Bern Jun 2017

“Modern Measurement: Media, Models & Methods”

ARF, New York Jun 2017

“The Bleeding Edge of Data”

Pythian: Love Your Data, New York May 2017

“The Role of AI in Business Operations”

New York Life, New York May 2017

“Predictability and other Predicaments in Machine Learning”

<https://www.youtube.com/watch?v=FdNkvGBES4Y>
Manhattan College BAC Awards, New York May 2017

“Fireside Chat: the C-Suite Vision for Intelligent Automation”

Work Fusion Ascend Summit, New York May 2017

“Machine Learning Challenges in Marketing”

IBM Watson Research Seminar, New York May 2017

“AI in Marketing”

Annual Digital Media Venture Capital ConferenceMedia, New York May 2017

“Data Science Education for Managers”

NSF Data Science Education Roundtable, Washington DS May 2017
<https://vimeo.com/218195544>
<https://vimeo.com/218194010>

“Programmatic as the new Real Time Focus Group”

I-COM Global Summit, Porto April 2017

“Biases in Machine Learning”

Deep Learning Meetup, New York April 2017

“Predictive Marketing: Reality, Pitfalls & Potential”

Ogilvy/IBM Summit, New York April 2017

“Predictability and other Predicaments in Machine Learning”

Keynote TWDI Accelerate, Boston April 2017

“Machine Learning in Programmatic Advertising: Reality, Pitfalls & Potential”

INFORMS Analytics Conference, Las Vegas April 2017

“Predictability and other Predicaments in Machine Learning”

ElderResearch Seminar, Charlotte March 2017

“Scaling ML in Digital Advertising”

MLScaled, Stanford March 2017

“Predictability and other Predicaments in Machine Learning”

Keynote QCON, London March 2017

<https://www.infoq.com/presentations/ml-predictability>

“Predictability and other Predicaments in Machine Learning”

Metis Seminar, New York March 2017

“Predictability and other Predicaments”

MLConf, New York March 2017

“Machine Learning in Programmatic Advertising: Reality, Pitfalls & Potential”

OWM, Berlin March 2017

“Machine Learning Tales from the World of Digital Advertising”

Society of Quantitative Analysts Summit, New York March 2017

“Beware what you ask for: The secret life of predictive model”

Keynote WiDS, Stanford February 2017

<https://www.youtube.com/watch?v=STYDp9yNRts>

“Causal Estimation in Marketing”

INFORMS Chapter NY Seminar, New York December 2016

“Predictive Marketing: Realities, Pitfalls and Potential”

Big Data World ESOMAR, Berlin November 2016

“Building Data Products”

Open ROADS (Telecom), London November 2016

“Enterprise Value & Leveraging Your Data”

Bloomberg BNA: Maximizing Enterprise Value: Managing Your Most Important Asset, New York October 2016

“Beware of Clicks and Other Dangers in Machine Learning”

ODSC West, New York October 2016

“Predictive Modeling Applications in Marketing”

Blackrock AI Symposium, New York October 2016

“Advanced Analytics”

Conference Board: 2016 Big Data Seminar, New York September 2016

“Lessons at the Intersection of Machine Learning and Leadership”

AppNexus Women’s Leadership Forum 2016, New York September 2016

<https://youtu.be/k-zJtZAM3M?list=PLYh5W8Qpf9YIvYIDCHIny3cehahVh6GYh>

“Automated Machine Learning in the Wild”

Keynote ACM RECSYS, MIT Boston September 2016

“Automated Machine Learning in Programmatic Advertising”

Keynote, Pfizer Analytics Workshop, New York Sep 2016

“The Social and Economic Implications of Artificial Intelligence Technologies in the Near-Term”

AI Now, New York July 2016

“Where Machine Learning and Storytelling Collide”

Panel: The Art of AI, New York June 2016

“Synthesizing Non-Traditional Data Streams: Where Does Behavioral Data Fit in Marketing Research? ”

Panel: CASRO, New York June 2016

“Role of Big Data in Scientific Discovery”

World Science Festival, New York June 2016

“Panel: Innovation and Big Data”

World Innovation Summit, New York May 2016

“What Predictive Modeling Cannot Do ...”

Data & Society Conference, New York May 2016

“Data Tales from the World of Digital Advertising”

Data Summit NYC, New York May 2016

“Data Leadership Panel”

Fast Forward Labs Conference, NY April 2016

“What moves you? Creative Selection in Digital Advertising”

I-COM, Sevilla April 2016

“Organizing the I-COM Twitter-Unilever Hackathon”

I-COM Hackathon, Madrid April 2016

“Eulogy to the click”

MLDAS, Doha March 2016

“Predictive Modeling in AdTech”

Seminar: German Research Foundation, NY March 2016

“Panel on Ethical Tradeoffs in Industry”

Council on Big Data, Ethics, and Society, NY March 2016

“Data, Disruption, and the Transforming Media Landscape”

MSI NYU Marketing Conference, NY February 2016

“Let’s all talk about Women in Tech”

Insight Data Science, NY February 2016

“Data Detective Game”

Keynote Cornell Tech Hackathon, NY February 2016

“Privacy: Issues and Solutions in AdTech”

Keynote at InNovemberation and the Value of Privacy Conference at Columbia, NY February 2016

“A eulogy to the click: how big data is killing our favorite metrics”

NYCE, NY January 2016

“Is prediction invalidating our metrics?”

Data Day Texas, Austin (TX) January 2016

“Role of Machine Learning in AdTech?”

AT&T Research Seminar, NY January 2016

“How big data and the power of predictive modeling is killing your favorite metrics”

OneAnalyst Microsoft Conference, Seattle January 2016

“Expert Advisor”

NSF Northeast Big Data InNovemberation Hub at Columbia, NY Novemberember 2015

“Data Science Projects: Shark Tank”

MIT Sloan Project Competition, Boston Novemberember 2015

“What makes us human? A tale of advertising fraud?”

Bloomberg Quant Seminar, NY Novemberember 2015

“Is predictive modeling killing our metrics? A eulogy to the click ...”

Open Data Science, San Francisco Novemberember 2015

“Predictive Marketing: Promises and Pitfalls”

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“Chrunching the Numbers: How to get a Job in Data”

Panel FastCompany, NY Novemberember 2015

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“Is prediction invalidating our metrics?”

DataEngConf, NY October 2015

“Connecting it all: Lessons from causal impact experimentation”

Keynote at MIT CodeConf, Boston, October 2015

“Women in Data Science”

Panel at Predictive Analytics World, Panel, Chicago, October 2015

“Data Science for Social Good: Lessons from the Business World”

Panel Bloomberg Data for Good Exchange, NY, September 2015

“The Death of the Click: How big data is killing our favorite metrics”

STRATA, NY, September 2015

<https://www.youtube.com/watch?v=0oEdYASc4es>

“Predictive Marketing 101”

STRATA Office Hours, NY, September 2015

“Digital Advertising in the Day and Age of Big Data: What Works and What is Noise”

NYC Media Lab, NY, September 2015

“Tech In Motion’s Data Panel”

Panel NYC, June 2015

“Machine Learning Challenges and Opportunities in Digital Advertising ”

Yahoo Research Seminar Series , New York, June 2015

“Do you need context or is data enough”

Panel at Unstructured Data Science Pop-up , Chicago, March 2015

<https://www.youtube.com/watch?v=OaBwvkK2KGo>

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“What Makes us Human”

Lightning Talk at Unstructured Data Science Pop-up , Chicago, March 2015

<https://www.youtube.com/watch?v=OaBwvkK2KGo>

“What makes a good Data Science Resume?”

Women in Machine Learning NYC Meetup, NYC, June 2015

“Who Needs Deep Learning?”

Panel at Deep Learning Summit , Boston, May 2015

“Machine Learning Challenges in Digital Advertising”

Talk at Economics and Big Data Meetup , New York, May 2015

“What moves you?”

Keynote at LDV Vision Summit , New York, May 2015

<http://video.ldv.co/JTr9/claudia-perlich-chief-scientist-of-dstillery-how-can-data-science-evaluate-why-some-advertising-crea/>

“Get Smarter, Not Bigger: Using Data to Fuel InNovemberation”

Panel at Internet Week, New York, May 2015

“Math and Technology in Digital Advertising”

Talk at Institute for Advanced Studies, Princeton, May 2015

<https://www.ias.edu/ideas/2015/perlich-data-video>

“Big Data’??s Janitor Problem – Is It Killing ROI?”

XPlenty Panel with Steve Lohr, New York, May 2015

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“Getting Hired as a (Female) Data Scientist”

Data Divas, New York, May 2015

“Data Challenges in Advertising”

Roundtable EnterpriseX at Collision , Las Vegas, May 2015

“The Way of the Algorithm”

Talk at MoMA R&D Salon, New York, April 2015

“ Big Data, Development, and Policy”

Roundtable MIT & Data Pop, Boston, April 2015

“ Big Data Challenges in Advertising”

AdAge Webinar, New York, April 2015

“Careers in Analytics”

Panel at Pace University, New York, April 2015

“All the Data and Skill not Enough: The paradox of Big Data and why Creativity is Key”

Talk at MLConf , NYC, March 2015

“Dancing on the ceiling, Women Leading and Mentoring in Media and Tech at SXSW”

Panel at SXSW , Austin TX, March 2015

“The Data Detective Game: The Art of Building Data Intuition”

Keynote Cornell Tech Hackathon , NYC, March 2015

https://www.youtube.com/watch?v=X78zU_SBbDk

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“The Future of Data Science”

Industry Panel at Cornell Tech Hackathon , NYC, March 2015

<https://www.youtube.com/watch?v=8zSs5hWnZCM>

“My Path to Data Science”

Data Divas Kickoff , NYC, March 2015

“Men: Understanding Obstacles and Embracing Opportunity”

Panel at NYU Annual Stern Women in Business, NYC, February 2015

“Data Tales from the Digital Advertising World”

Talk at MRS Research Seminar, NYC, February 2015

“The Big Data Paradox”

Data Skeptics Meetup, NYC, February 2015

<https://www.youtube.com/watch?v=dSOrc5kWG8>

<https://curiousmatic.com/data-still-enough-data-scientists-predict-future/>

“Making a Career in Data Science”

Talk at Women in Machine Learning Workshop (NIPS), Montreal, December 2014

“Data Science in Online Ad Ecosystem”

Panel at NYCE Day, NY , December 2014

“Promoting a People-centered Big Data Revolution”

Data-Pop Alliance Launch, NY, November 2014

“All the Data and Still Not Enough”

Inaugural Talk at NYC Meetup Women in Machine Learning, November 2014

<https://www.youtube.com/watch?v=weUMDyk6l5w>

“Online Ad Data: What Works and What’s Noise”

AdAge Conference, NY, November 2014

“Big Data vs. Big Intuition”

Panel at PR Genome Project: 2014 Critical Issues Forum, NY, November 2014

<http://vimeo.com/112497188>

“When Data Scientists and Marketers Unite”

Panel at Meetup, NY, November 2014

<https://www.youtube.com/watch?v=KUVHa6LUctE>

“All the Data and Still Not Enough”

Talk at STRATA, NY, October 2014

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“Correlation Rather than Causation: Incentive Problems in the Digital Advertising Industry”

Talk at Conference on Digital Experimentation, MIT, Boston, October 2014

“What Is An Audience?: What Data Signals Really Identify Your Target?”

Panel at MediaPost Conference, NY, September 2014

“The Industrial Internet: A 16 Trillion Dollar Opportunity”

Panel at World Summit on Innovation and Entrepreneurship, NY, September 2014

“Predictive Modeling in Display Advertising”

Seminar at Cornell Tech, NY, September 2014

“Privacy in Predictive Modeling”

Seminar at Databites of Data & Society, NY, September 2014

“Predictive Modeling”

Talk at Renaissance Weekend, Aspen, August 2014

“Opening/Closing Remarks”

SIGKDD, KDD at Bloomberg, New York, August 2014

“Predictive Modeling for Targeting”

Keynote at Data Analytics Symposium at APRA, Las Vegas, July 2014

“Social Data Analysis as a Driver of Innovation”

Keynote at HSATM (Stevens Institute), NJ, July 2014

“Issues in RTB and Programmatic Buying”

Panel at MediaPost, SC, June 2014

“Data Science at Dstillery”

Talk at QCon, NYC, June 2014

<https://www.infoq.com/presentations/display-advertising-big-data>

“The art of making due with the data you have”

Keynote at ISBIS, Durham SC, June 2014

“Paradox of Predictive Modeling”

Talk at Big Data Warehousing Meetup, NYC, May 2014

“Exploring the A in SMAC”

Keynote C4IBE, Chicago, May 2014

“Big Data is Dead! Long live smart data”

Panel at AppNation, NY, May 2014

“Big Data New Problems”

Seminar at Fordham Law School: CLIP Roundtable, NY, April 2014

“Training for Big Data”

Panel at the National Academies Workshop, Washington, DC April 2014

“Role of Predictive Modeling in Policy Making”

Talk at President’s Council of Advisors on Science and Technology, Washington DC, April 2014

“Predicting Human Behavior”

Workshop of the 90 Day White House Review on Big Data and Ethics, NYU, April 2014

“Tales from the Data Trenches in Display Advertising”

Talk at Weathering the Big Data Storm, Harvard CT, January 2014

https://video.seas.harvard.edu/media/14.01.24_ClaudiaPerlich_DataStormSymposium/1_lhfiugk4/15996141

<https://www.youtube.com/watch?v=FyZfVCkqwTw>

“Predictive modeling applications in display advertising”

Meetup Boston, CT January 2014

“Analytical Challenges in Display Advertising”

Seminar, Haas School, Berkeley, Novemberember 2013

“Is Bigger Better, The Opportunities and Challenges of Big Data”

Panel at Bid Data the Georgetown Law Advanced eDiscovery Institute, DC Novemberember 2013

“What makes us human: A tale of advertising fraud”

Keynote at STRATA, NY October 2013

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“Effective Practices in Big Data”

Keynote at INFORMS Roundtable on Big Data, Minneapolis October 2013

“Smarter uses of Big Data”

Keynote at Data IO, Philadelphia October 2013

“What makes us human? A tale of advertising fraud”

Talk at STRATA Online Conference, NY September 2013

“Tales from the world of Data”

Talk at IAB Mixx, New York September 2013

“Towards the better banked”

Workshop PopTech Workshop, Yale September 2013

“Machine Learning Challenges in Digital Advertising”

Keynote at Broadening Participation in Data Mining (BPDM), Chicago August 2013

“Successful data science in startups”

Panel at KDD Chicago August 2013

Big Data Journal Writeup

“Death of the expert? The rise of algorithms and decline of domain experts”

Panel at KDD Chicago August 2013

<http://www.junglighthouse.com/the-evolution-of-the-expert/>

“How to win a data mining competition”

Meetup, Chicago August 2013

“Transfer Learning for Digital Advertising”

Keynote at ADKDD, Chicago August 2013

“Inventory Modeling and Bid Optimization”

Talk at Computational Advertising - JSM, Montreal August 2013

“Wallet Estimation for Salesforce Allocation”

Talk at PAW 2013, Chicago June 2013

“Sketchy Data - Panel Discussion”

Panel at DataEdge, Berkeley June 2013

<https://www.youtube.com/watch?v=BaWmQnkKrUg>

“Algorithms and Data”

Keynote at NYU “The rise of algorithm”, NY May 2013

<https://vimeo.com/69342968>

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“Marketing Automation”

Talk at Digital Data Summit, Atlanta May 2013

“Web Analytics and Performance”

Panel at Digital Data Summit, Atlanta May 2013

“From Big Data to Actionable Business Insight”

Panel at Mobile Marketing Forum, NY May 2013

“The Big Data Boom Underway”

Panel at Bloomberg Enterprise Technology Summit, NY April 2013

“Predictive Modeling 101 + Tricks and Pitfalls”

Talk at Big Data TechCon, Boston April 2013

“Predictive Modeling for Wallet Estimation”

Talk at Cash Management Forum Atlanta, April 2013

“Big Data in Action”

Keynote at “Python in Finance”, NY April 2013

“Use cases of Big data in digital advertising”

Guest Lecture Wharton, Philadelphia April 2013

“Triumph of the Atomic: Use cases of Big data in digital advertising”

Keynote at Philly ETE, Philadelphia April 2013

<https://www.youtube.com/watch?v=WTjGtHxJkNk>

“Big Data”

Panel at MIT Sloan Sports Analytics Conference, Boston March 2013

<http://www.sloansportsconference.com/content/big-data-lessons-for-sports/>

“Triumph of the Atomic: Use cases of Big data in digital advertising”

Keynote at Mobiquity, NY February 2013

“The Paradox of Intuition”

Panel at ADSCON, NY January 2013

“What makes a data scientist?”

Panel at MIT Big Data – The Management Revolution, Boston December 2012

<http://www.youtube.com/watch?v=76NMYMaLOdA>

“Inventory Modeling and Bid Optimization”

Talk at NYU Tullies Research Seminar, NY November 2012

“The Secret Life of your Browser: Forced Web Traffic”

Talk at Ignite, NY October 2012

“The Art of Analytical Decomposition”

Talk at STRATA, NY October 2012

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“Interpreting Multiple Data Sets to Understand Your Customers Today and Tomorrow”

Panel at Ad:Tech, NY September 2012

“Using Data Analytics and Machine Learning in Complex, Real-World Domains”

Talk at TTI Vanguard: Understanding Understanding, Pittsburg September 2012

“University Collaboration”

Panel at Research Summit at NYC Media Lab, NY 2012

“Analytical Challenges in Display Advertising”

Talk at MIT Center of Digital Economy Seminar Series, Boston September 2012

“Bidoptimization and Inventory Modeling”

Talk at NYC Machine Learning Meetup 2012, SAMSI Workshop on Computational Advertising

“Machine Learning for Digital Advertising ”

Keynote at ADML workshop at ICML 2012, Edinburgh

“From knowing What to understanding Why people do what they do: A call to arms for causal analysis in big data”

Talk at STRATA, Santa Clara, CA 2012

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“Data Mining Contests”

Panel at SIGKDD 2011

“Wallet Modeling for Sales Force Optimization”

Talk at Predictive Analytics Meetup, NY 2011

“Scalable Privacy-Friendly Targeted Advertising”

Talk at INFORMS Chapter Seminar Series, NY 2011

“Cross-validation biases”

Talk at Machine Learning Meetup, NY 2010

“Scalable, Privacy Friendly Graph Mining Techniques for Targeted Internet Ads”

Talk at Predictive Analytics Meetup, NY 2010

“Organizing the INFORMS Data Mining Contest 2009”

Talk at INFORMS 2009

“Operation Research Improves Sales Force Productivity at IBM”

Talk at EDELMAN Finalist Presentation: INFORMS 2009

“Predictive Modeling at IBM”

Panel at MIT-Emerging Technology, Boston 2008

“Machine Learning for Medical Applications”

Talk at Social Security Administration, Baltimore 2008

“Winning the KDD CUP 2008: Breast Cancer Prediction”

Stern NYU (October 2008), Princeton (March 2009), TU Magdeburg (December 2008), UT Austin (February 2009)

“Banter: Blog Analysis for Marketing Support”

Talk at Data Mining at INFORMS 2008

“Succeeding in the NETFLIX 2007 KDD CUP”

Seminar at UT Austin (May 08), Wharton (April 08), Maryland (October 08), NYU (September 08)

“Ranking-Based Evaluation of Regression Models”

Session: Business Data Mining, INFORMS 2006

“Quantile Modeling for Customer Wallet Estimation”

Session: Data Mining for e-Business, INFORMS 2006

“Classification vs. Clustering, Analyzing Gene Functionality”

DIMACS Workshop on Clustering Problems in Biological Networks 2006

“Tree Induction vs. Logistic Regression for Learning Rankings based on Likelihood of Class Membership”

Workshop: Beyond Classification and Regression: Learning Rankings, Preferences, Equality Predicates, and Other Structures, NIPS 2002

“Surfing Behavior and Direct Online Marketing”

Seminar at AMAZON.com, Seattle, December 2003

“Automated Modeling in Complex Domains”

Seminar at Boeing Research, Seattle, December 2003

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https://www.youtube.com/watch?v=rxNIVS96i_U

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<https://www.betterbuys.com/bi/women-in-data-science/>

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<https://www.theellaproject.com/claudia-perlich-1/>

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<https://www.datacamp.com/community/podcast/da-science-machine-learning-online-advertising>

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<https://www.youtube.com/watch?v=MNxY-sDs4Cs>

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<https://engineering.stanford.edu/magazine/article/claudia-perlich-secret-life-predictive-models>

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<https://www.forbes.com/sites/quora/2017/06/19/what-are-the-advantages-of-logistic-regression-over-decision-trees>

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<https://www.cioreview.com/news/handling-the-hoopla-when-to-use-hadoop-and-when-not-to-nid-24015-cid-15.html>

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<http://www.businesswire.com/news/home/20170314006066/en/Syngenta-INFORMS-Analytics-Society-announce-annual-Crop>

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<https://www.aprilseifert.com/podcast/0014>

<https://www.youtube.com/watch?v=4RQdU0Hr9rQ>

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<http://siliconangle.com/blog/2017/02/03/predictive-analytics-helps-advertisers-target-likely-buyers-wids2017/>

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<https://www.elderresearch.com/blog/obstacles-and-opportunities-for-women-in-data-science>

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<http://www.dmnews.com/agency/forward-to-the-future-the-state-of-predictive/article/520542/>

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INFORMS - Syngenta Crop Challenge

<http://www.prnewswire.com/news-releases/syngenta-crop-challenge-finalists-use-advanced-analytics-to-optimize-farmer-seed-selection-300227720.html>

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<http://rewrite.ca.com/us/articles/application-economy/public-officials-get-schooled-in-big-data.html>

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Talking Machines Podcast

<http://www.thetalkingmachines.com/blog/2015/6/18/working-with-data-and-machine-learning-in-advertizing>

Mastercard Center of Inclusive Growth

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<http://businessresearcher.sagepub.com/sbr-1645-94783-2641913/20150209/big-data>

NYU Alumni

<http://www.stern.nyu.edu/experience-stern/faculty-research?refine=catg-researchhighlights>

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<http://www.wired.com/2014/10/women-data-science-invisible-can-change/>

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<http://bigdata-madesimple.com/one-womans-path-to-data-science/>

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<http://tech.gilt.com/post/63379278205/a-chat-with-data-scientist-claudia-perlich>

SearchCIO

<http://searchcio.techtarget.com/opinion/Cookie-stuffing-A-data-scientist-takes-on-seamy-side-of-online-ads>

MediaPost

<http://www.mediapost.com/publications/article/210278/do-cmos-need-to-double-as-data-scientists.html>

MediaPost

<http://www.mediapost.com/publications/article/208472/whats-a-data-scientist-anyway-real-time-with-m.html>

Business Week

<http://www.businessweek.com/videos/2013-04-25/merriman-palmer-perlich-raghavan-on-big-data>

New Scientist

<http://www.newscientist.com/article/dn23392-crowd-diagnosis-could-spot-rare-diseases-doctors-miss.html>

WIRED UK

<http://www.wired.co.uk/news/archive/2013-04/17/crowdmed>

Crain's

<http://mycrains.craainsnewyork.com/40under40/profiles/2013/claudia-perlich>

Meta Markets Profile

<http://metamarkets.com/2012/data-scientist-profile-claudia-perlich-chief-scientist-at-m6d/>

American Banker

http://www.americanbanker.com/btn/26_2/the-heartache-of-bad-data-1056260-1.html

AllVoices

<http://www.allvoices.com/contributed-news/13358845/image/95293636-claudia-perlich>

MIT Sloan Management Review

<http://sloanreview.mit.edu/improvisations/2013/01/09/bridging-the-talent-gap-how-to-find-the-right-data-scientist/>

New York Times

<http://www.nytimes.com/2012/12/30/technology/big-data-is-great-but-dont-forget-intuition.html>

FastCompany

<http://www.fastcompany.com/1840817/adpivot>

Technology Review published by MIT

<http://www.technologyreview.com/web/21753/?a=f>

Science of the Better Podcast

<http://www.scienceofbetter.org/podcast/perlich.html>

PATENT APPLICATIONS

US8719934 B2	Methods, Systems and Media for Detection Non-Intentional Traffic Using Co-Visitation Information (granted)
YOR920100567	Predicting Influence In Social Networks (granted)
YOR820050714	Ranking-Based Method for Evaluating Customer Wallet Models
YOR820060081	Method for Predicting Customer Wallet
YOR820060057	Method for Customer-Choice Based Bundling of Product Options
YOR920090427	Model for Market Impact Analysis of Part Removal from Complex Products

SKILLS AND MISC**Predictive Modeling/Analytics:**

Regression, classification, clustering, recommender systems, time series modeling, density estimation

Programming:

Perl, Shell, SQL, UNIX, MATLAB, R

Reporting/Publishing:

Excel, Powerpoint, Word, Latex

Languages:

English, German, Basic Russian

Legal Status:

Greencard

TEACHING EXPERIENCE

<i>2010-Present</i>	Guest Lectures NYU, Columbia, Wharton, MIT, UT Austin	
<i>2011-Present</i>	Business Intelligence and Data Mining Instructor: B20.3336.31 MBA course	NYU
<i>Spring 2002</i>	Fundamentals of Computing Systems Instructor: C20.0035 Undergraduate course	NYU
<i>Fall 2000</i>	Telecommunications and Coordination Technology Instructor: C20.0045 Undergraduate course	NYU
<i>Spring 2002</i>	Topics in Knowledge Discovery and Machine Learning Co-Instructor: B20.3389 PhD Seminar	NYU
<i>Spring 2001</i>	Data Mining in Finance Teaching Assistant: B20.3355 Graduate course	NYU
<i>Fall 2000</i> <i>Spring 2000</i>	Fundamentals of Computing Systems Teaching Assistant: C20.0035 Undergraduate course	NYU
<i>Spring 1997</i>	Linear Algebra Teaching Assistant: Undergraduate course	TU Darmstadt

PROFESSIONAL ACTIVITIES

Chair:

D4GX 2017,2018
 KDD Panel Chair 2018
 KDD Test of Time Award 2018
 KDD Sponsorship Chair 2016,2017
 KDD General Chair 2014
 KDD CUP Chair 2012,2013
 Registration Chair KDD 2010,2011
 INFORMS Data Mining Contest 2009

Editorial/Advisory Boards:

Data Science Standard Board (General Assembly)
 NSF Data Science Educational Board
 New York Life IT Advisory Board
 Steering Committee Member AI for Good Foundation
 Data Science Advisory Board Saint Peter's University
 Data & Society Advisory Board

I-COM Data Challenge Board
Editorial Board for 'Big Data' Journal Liebert Publishing
Proposal for 'Institute of Data Science and Engineering' Columbia University 2012
Heritage Health Prize 2011
Machine Learning Journal
International Journal of Data Mining, Modeling and Management

Referee:

NSF Panel (2005, 2008, 2012)
Machine Learning Journal
Journal of Machine Learning Research
Journal of Machine Learning
Journal of Management Science
Journal of Decision Support Systems
Journal of Information Systems Research
Journal of Statistical Science
Journal of Computational Statistics and Data Analysis
Journal of the Production and Operations Management Society
Journal of Data Mining and Knowledge Discovery
Patter Recognition
ACM SIGKDD
AMCIS
KDD CUP 2009
IEEE International Workshop on Genomic Signal Processing and Statistics
SIAM International Conference on Data Mining

Program Committee Member:

ICML 2013-18
DM Case Study Competition 2013
KDD 2010-2018
SRL 2009
ICIS 2009 (Action Editor)
ICDM 2008, ICDM 2009
Industry Track KDD 2008,2009
IJCAI 2009
ICML 2008, ICML 09
ReColl 2008
Workshop on Utility-Based Data Mining, SIGKDD 2005
Workshop on Utility-Based Data Mining, SIGKDD 2006
Workshop SRL at ICML 2006
AAAI 2006, 2007