

# **Andrew Pearson**

**President at Intelligencia Limited**

Hong Kong, , HK

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## **Description**

Andrew Pearson is the President of Qualex Asia, a leading implementer of data warehousing, data modeling, predictive analytics, data visualization, digital marketing, mobile, social media and cloud solutions for the gaming, insurance, finance, healthcare, oil and gas, telecommunication, hospitality and retail industries. With a degree in psychology from UCLA, Pearson has had a varied career in IT, marketing, mobile technology, social media and entertainment. In 2011, Pearson relocated to Hong Kong to open Qualex Asia, bringing its parent company's experience with such vendors as SAS, IBM, SAP, Oracle, and Microsoft to the Pacific Rim. Pearson is a noted columnist, writing on such topics as mobile, social media and cloud technology. His book *The Mobile Revolution* is on its second edition and is available at Amazon.com. *Double Down on Your Data*, a book about marketing in the casino and hospitality industry that Pearson edited is on its third edition and will be published by Tate Publishing in the summer of 2012. Pearson was also recently invited to write a chapter in an upcoming book on mobile technology. The book, which will be co-authored by several leading industry figures, will also be available later this summer.

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## **Availability**

Panelist, Workshop, Author Appearance

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## **Industry Expertise**

Writing and Editing, Computer Networking, Direct Marketing, Media - Online, Information Technology and Services, Hotels and Resorts, Computer Software, Advertising/Marketing, Travel and Tourism, International Trade and Development, Gambling and Casinos, Social Media, Computer Gaming, International Affairs

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## **Topics**

eSports, prescriptive analytics, Social Media, Healthcare Analytics, Casino Marketing, Chinese Consumer Marketing, Chinese Mobile Media, Chinese Social Media, Social Shopping, Data Mining, Business Intelligence, SAS, Qlikview, Sap Hana, Big Data, Predictive Analytics, Casino Marketing, Mobile Marketing, Automobile Marketing, sports betting, eSports, Artificial Intelligence and Machine Learning, edge analytics

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## **Affiliations**

UCLA, American Association of Psychology, Advanced Analytics Association of Macau, Grow uP  
eSports

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## **Sample Talks**

## **Social Media**

A discussion about the past, present and future of social media.

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## **Past Talks**

### **Macau ICT Forum**

Securing the new tech trends: Big Data, Cloud and Mobility

### **Everything you need to know about healthcare analytics**

Healthcare World Asia 2014

### **Optimizing the customer experience – building relevance and trust**

Big Data Analytics Forum

### **BetWatch – utilizing Big and Fast Data to help sports books manage risk and increase customer experience**

J On The Beach

### **Chair/Speaker for BiG Africa Summit**

BiG Africa Summit

### **New Insights on the Predictive Casino**

Hitachi Big Data and IoT Roundtable

### **Driving Loyalty through Social Media**

Asia Health

### **Using Machine Learning and AI for customer intelligence and real-time personalization marketing**

Cyprus Gaming Show

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## **Education**

### **University of California**

Bachelor of Arts psychology

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## **Accomplishments**

### **The Mobile Revolution**

Wrote the book The Mobile Revolution, which is available to buy at Amazon.com.

### **Speaker - ICT Forum**

One of the speakers at the Macau ICT Forum, which was a unique event held in Macau, SAR China, aimed squarely at senior IT management and business manager from various booming industries. The Forum is where enterprise tech decision makers gain the knowledge, tools and insight required to lead IT in 2012 and beyond.

### **Double Down On Your Data**

Editor of the book Double Down On Your Data, a book that was written to show casino management how to best cull through their in-house patron data to discover who their most profitable patrons are, and also to show them how to market to these individuals to create a long, lasting and highly profitable relationship. The book will be published in September 2012.

### **Mobile Foundations and Futures**

One of the authors of Mobile Foundations and Futures, a book that will be published by InfoToday Group in December 2012.

### **Sunday Macaroni Club**

Zoetrope Quarterfinalist screenplay.

### **Journal of Digital and Social Media Marketing**

I write for the Journal of Digital and Social Media Marketing on subjects that include mobile and social media, BI, predictive analytics, in-memory computing, amongst others.

### **Journal of Business to Consumer Marketing**

I write and am an editor for the Journal of Business to Consumer Marketing.

### **Going Mobile: Going Social**

Going Mobile: Going Social reveals how businesses of almost any type can benefit from mobile and social media technology. Social media is about more than just connecting with friends on Facebook or uploading videos to YouTube or photographs to Flickr. It is more than just making comments on a blog or firing off a tweet on a microblog.

[http://www.amazon.com/Going-Mobile-Social-Andrew-Pearson-ebook/dp/B00Q49WHD4/ref=sr\\_1\\_1?ie=UTF8&qid=1418043585&sr=8-1&keywords=going+mobile+going+social](http://www.amazon.com/Going-Mobile-Social-Andrew-Pearson-ebook/dp/B00Q49WHD4/ref=sr_1_1?ie=UTF8&qid=1418043585&sr=8-1&keywords=going+mobile+going+social)

### **Speaker Big Data Business Analytics Forum 2014**

<http://www.questevent.com/BigdataBusinessAnalyticsForum/2014HK/andrew-pearson/>

### **Speaker: Healthcare World Asia 2014**

<http://www.terrapi.com/conference/healthcare-world-asia/speaker-andrew-PEARSON.stm>

### **BetWatch - utilizing Big and Fast Data to help sports books manage risk**

Developing a real-time, risk management solution for sports books that can help mitigate risk as well as provide a first-class customer experience. Built on SAS, SAP HANA, and ITRS Valo, BetWatch segments customers via relevant wagering metrics applicable to the customer, i.e. the sports book (SB), so that meaningful segments are created. The solution attempts to understand a bettor's gambling habits and, more importantly, how they affect the SB's fiscal bottom line.

## **Hitachi Big Data and IoT Executive Roundtable**

### Hitachi Big Data and IoT Executive Roundtable

IoT and Big Data are revolutionizing the gaming industry. The sheer volume of data that is constantly being generated by daily casino operations provides a tremendous opportunity for gaming companies to drive revenue growth, excel in customer service, as well as increase business security.

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