

Andrew Pearson

President at Intelligencia Limited

Hong Kong, , HK

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Biography

ANDREW PEARSON was born in Pakistan, grew up in Singapore and was educated in England and America. With a degree in psychology from UCLA, Pearson has had a varied career in IT, marketing, mobile technology, social media, esports and entertainment.

In 2011, Pearson relocated to Hong Kong to open Qualex Asia Limited, bringing its parent company's experience into the ASEAN region. In 2016, Pearson started Intelligencia Limited, a leading implementer of analytics, BI, CI, data warehousing, data modeling, data visualization, digital marketing, mobile, social media and cloud solutions for the gaming, casino, finance, hospitality, sports betting and retail industries. Pearson is currently working on projects in countries such as India, Hong Kong, Macau, Singapore, Mexico, Malaysia, the Philippines and Australia. Pearson has also leveraged Intelligencia's expertise to implement software solutions from such vendors as Alicloud, SAS, HDS, Qlik, Tableau, and TIBCO at some of the world's biggest casino operators, lottery companies, and sports books.

In 2009, two books that Mr. Pearson edited appeared in print; the first in the Double Down on your Data series, Clive Pearson's How Analytics is Revolutionizing the Casino Industry and Santiago Maggi's Investment Strategies for Uncertain Markets, a book about the financial markets that presciently predicted the 2007 global financial meltdown.

In 2010, Pearson also wrote The Mobile Revolution and it was published by Qualex Publishing. In 2013, Pearson was invited to write a chapter in Global Mobile: Applications and Innovations for the Worldwide Mobile Ecosystem, a book on mobile technology. The book, which was co-authored by several of the mobile industry's leading figures, was published in July 2013.

In 2017, Pearson published The Predictive Casino, a book about how analytics should be used in the casino industry. This was followed by other books in the Predictive series, The Predictive Sports Book, The Predictive Retailer, with others soon to follow for the aviation and insurance industry.

Pearson is also a noted columnist, writing on topics such as mobile media, social media, predictive analytics and cloud technology for such publications as ComputerWorld HK, The Journal of Mobile and Social Media Marketing and The Mobile Marketer.

Availability

Moderator, Panelist, Workshop, Author Appearance

Industry Expertise

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

Areas of Expertise

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

Affiliations

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

Sample Talks

Social Media

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

Event Appearances

Speaker/Moderator/Panelist

Travel Tech Dubai

Speaker

Moscow Gaming Show

Speaker

Cyprus Gaming Show

Speaker

Sports Betting in India Conference

Chair/Speaker for BiG Africa Summit

BiG Africa Summit

BetWatch™ —utilizing Big and Fast Data to help sports books manage risk and increase customer experience

J On The Beach

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

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

Education

University of California
Bachelor of Arts psychology

Accomplishments

Travel Tech Dubai

Presenter, Speaker and Moderator at Travel Tech Dubai 2018. Travel Tech ME Congress is the key meeting platform, market place and knowledge center for travel professionals worldwide. Committed to providing travel professionals with access to the knowledge and skills needed to implement the technologies that are changing our industry as well as utilization of new technologies and understanding of the best practices.

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.

The Mobile Revolution

Wrote the book *The Mobile Revolution*, which is available to buy at [Amazon.com](https://www.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.

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

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's 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.

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.

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