Andreas S. WEIGEND, Ph.D.
韦思岸教授

Dr. Andreas Weigend, an expert in data mining and e-business strategy, is interested in *People and Data*. As independent consultant, he works with data-intensive organizations creating products and strategy based on metrics and behavioral analytics. His career as scientist and innovator in quantitative methods gives him the unique ability to bridge the gap between academia and business. Until 2004, he was the Chief Scientist of Amazon.com where he developed predictive models of customer behavior and applied them to marketing.

韦思岸深谙数据挖掘与电子商务战略，潜心研究人与数据。作为独立顾问，他长期辅助数据密集型组织以量度方法和行为分析为基础开发产品、制定战略。关于定量分析的理论与实践，韦思岸有其独到见解，治学严谨且锐意创业，因此对相关领域产学研最新动向皆了如指掌。2004 年前，任 Amazon.com 首席科学家，并负责研发客户行为预测模型，探索全新市场营销模式。

• As author, he published six books and more than one hundred scientific papers in the areas of time series prediction, computational finance, and machine learning. He is a sought-after speaker at international conferences. Recent keynotes include *The Attention Economy, Engaging Users to Create Value,* and *People and Data: Understanding Customer Behavior*.

学者：

就时间序列预测、计算金融、机器学习等课题，发表专著六部、学术论文百余篇。同时频繁受邀参与众多国际会议，在近些年发表了"注意力经济"、"用户参与中的价值"、"人与数据：洞察客户行为"等主题演说。

• As educator, he teaches the graduate course *Data Mining and Electronic Business* at Stanford University, as well as the executive course *Technology, Information and Innovation* around the world. In China, his is a professor in the EMBA programs of CEIBS, Cheung Kong GSB, Shanghai Jiao Tong, and Tsinghua University. Until 1999, he was full-time faculty at New York University's Stern School of Business.

教育者：

主授斯坦福大学研究生课程《数据挖掘与电子商务》并活跃于世界各地的高级经理人教育领域，创立《技术、信息和创新》课程。在中国，于中欧商学院、长江商学院、上海交通大学管理学院和清华大学教授 EMBA 课程。1999 年前，任纽约大学斯特恩商学院专职教员。

• As entrepreneur, he co-founded MoodLogic, voted "best music organizer" by C|NET in 2003. As consultant, his clients span the spectrum from start-ups to Alibaba, BV Capital, Goldman Sachs, HP, Match.com, Siemens, Swiss International Air Lines, UBS, and Yahoo.

创业者：

参与创建 MoodLogic 网站，并于 2003 年由 C|NET 评为"最佳音乐组织网站"。同时在多家公司与知名企业担任顾问，客户包括一些新兴企业、阿里巴巴、BV Capital、高盛、惠普、Match.com、西门子、瑞士国际航空、瑞士银行、雅虎等。

He received his Ph.D. from Stanford University in physics in 1991, and was a researcher at Xerox PARC (Palo Alto Research Center). Born in Germany, he lives in San Francisco, Shanghai, and on weigend.com.

基本情况：

1991 年获斯坦福大学物理学博士学位，曾任施乐公司帕洛阿尔托研究中心研究员。韦思岸生于德国，现安家于旧金山、上海和 weigend.com。