



**Expert on Big Data**  
**Founder and Chief Scientist Blue Yonder**

Michael Feindt is physicist and expert in the area of predictive analytics. He invented the NeuroBayes algorithm to create a tool that could be used for precise forecasting – not only for scientific research, but also for companies facing questions and issues in many different industry sectors. Big data is his daily business.

Michael Feindt studied physics in Hamburg between 1978 and 1984. Afterwards he was involved in research activities at the DESY Research Center for Fundamental Scientific Research in Hamburg until 1991. He was research fellow and staff member at the European Organization for Nuclear Research CERN from 1991 to 1997 and he also participated in the CDFII experiment at Fermilab in Chicago/USA as well as Belle and Belle II experiments at KEK in Japan.

Since 1997 he is Professor of Physics at the Karlsruhe Institute of Technology (KIT). In the year 2000 he invented NeuroBayes algorithm and in 2002 he founded the company Phi-T, later renamed Blue Yonder, using his invention to help companies use and evaluate their data successfully. Blue Yonder's entire service portfolio is based on NeuroBayes. It provides companies with forecasts, data patterns and automatic decisions that can be used for various different subject areas such as sales forecasts, customer loyalty, dynamic pricing and risk assessments.

In his lectures Michael Feindt impressively shows the meaning and the benefit of big data for companies. Big data is his daily business and he points out how useful it is for every company.

**Topics (Selection):**

- Risk and Decision Making
- Prognoses and Forecasts - What can be predicted and where are the limits of forecasts
- Generalisability – Important Data for the Future
- Artificial Intelligence
- Cyber Security
- Machine Learning
- Predictive and Prescriptive Analytics