

# About the Authors

## **VIJAY KOTU**

Vijay Kotu is Vice President of Analytics at ServiceNow. He leads the implementation of large-scale data platforms and services to support the company's enterprise business. He has led analytics organizations for over a decade with focus on data strategy, business intelligence, machine learning, experimentation, engineering, enterprise adoption, and building analytics talent. Prior to joining ServiceNow, he was Vice President of Analytics at Yahoo. He worked at Life Technologies and Adteractive where he led marketing analytics, created algorithms to optimize online purchasing behavior, and developed data platforms to manage marketing campaigns. He is a member of the Association of Computing Machinery and a member of the Advisory Board at RapidMiner.

## **BALA DESHPANDE, PHD**

Dr. Deshpande has extensive experience in working with companies ranging from startups to Fortune 5 in fields ranging from automotive, aerospace, retail, food, and manufacturing verticals delivering business analysis; designing and developing custom data products for implementing business intelligence, data science, and predictive analytics solutions. He was the Founder of SimaFore, a predictive analytics consulting company which was acquired by Soliton Inc., a provider of testing solutions for the semiconductor industry. He was also the Founding Co-chair of the annual Predictive Analytics World-Manufacturing conference. In his professional career he has worked with Ford Motor Company on their product development, with IBM at their IBM Watson Center of Competence, and with Domino's Pizza at their data science and artificial intelligence groups. He has a Ph.D. from Carnegie Mellon and an MBA from Ross School of Business, Michigan.