

## **Ken Rona**

Ken has 9 years of experience helping organizations compete using advanced analytics. Most recently Ken worked at AOL as the Director of Customer Insight and Strategic Targeting, responsible for the company's data-mining, direct marketing and business intelligence efforts. He also acted as AOL's evangelist for multi-variate web site testing and content targeting.

Prior to AOL, Ken spent three years at the Corporate Executive Board leading the quantitative marketing and sales practices. In addition, Ken spent two years at McKinsey serving financial services and high technology clients with strategy and marketing challenges.

Ken has a Ph.d from the Fuqua School of Business and is an expert on the use of technology's impact on knowledge worker productivity. He received both his Bachelors and a Masters in Political Methods from Stony Brook University, graduating Summa Cum Laude with admission into Phi Beta Kappa. Ken has also been a Sound Engineer with various Rap and Rock bands in the early 90's and recorded the first Goo Goo Dolls Album.