Special Seminar

Wednesday, September 27, 2017
5:00 - 6:30 p.m.
GHC 8102

“Outside Insights: Navigating a World Drowning in Data”

ABSTRACT

On 12th October, Penguin Books in the UK (and IdeaPress in the US) are publishing Outside Insight: Navigating a World Drowning in Data by entrepreneur Jorn Lyseggen. In Outside Insight, Lyseggen argues that the Internet has changed the way we make decisions but the way executives make decisions hasn't changed at all. Board members focus on internal data when every day competitors are leaving behind online breadcrumbs filled with valuable external data. This could be a job advert, filing a new patent, launching a new product, social media and more. Using insights gleaned from this data will help companies to look ahead and make more informed decisions. Case studies from the book look at the success and failures of international companies including Nike, Volvo, L'Oreal, Manchester United, the World Wide Fund for Nature, and the Obama 2012 campaign.

Jorn Lyseggen, CEO, Meltwater

Jorn is the CEO of Meltwater: a company that develops and markets media monitoring and business intelligence software. The company was founded in 2001 in a shack in Norway with just $15K in start-up funds. Now, Meltwater employs more than 1,500 people in 60 offices across six continents, and has over 23,000 clients across the world. The company has won various awards and Jorn also founded the Meltwater Entrepreneurial School of Technology, a training program and seed fund for African entrepreneurs.