

## **M2009 speakers of particular interest for Financial Services:**

[Bart Baesens](#), Katholieke Universiteit Leuven and University of Southampton

Talk: **Data Mining in the Financial Services Industry: Change We Need**

[Mark Carmichael](#), Eclipse International

Talk: **How to Translate Data Mining Outputs into Measurable Uplifts in ROI**

[Gary Class](#), Wells Fargo & Company

Talk: **Customer Dynamics & Data Fusion: Revealing the Evolution of Customer Relationships**

[Robert Golan](#), DBmind Technologies, Inc.

Talk: **Financial Data Mining with Algorithmic Trading**

[Dudley Gwaltney](#), SunTrust Bank

Talk: **Why Our Models Fail - Sometimes It's in the EDA**

[Kim Larsen](#), Charles Schwab & Co

Talk: **Net Lift Prediction Models: How to Maximize Marketing Impact and What Data Miners Can Learn from Presidential Campaigns**

[Maarten Verschuere](#), Dunnhumby

Talk: **The Rolling Ball: A Behavioral Customer Segmentation in Retail**