

Candidate for Secretary/Treasurer

Ismail Parsa
Microsoft, Bellevue, WA USA

BIOGRAPHY

Academic Background:

Ph.D. candidate, George Mason University, 1991, Economics.

Professional Experience:

Applied Principal Researcher, Microsoft, Bellevue, WA, 2007 – 2009;
VP, Analytics, Citigroup, New York, NY, 2002 – 2007;
Sr. Director, Analytics, Epsilon, Boston, MA, 1994 – 2002.

Professional Interest:

Audience intelligence; Behavioral targeting and segmentation; Text categorization and behavioral taxonomies; Predictive modeling; Database marketing and related analytical systems design.

ACM Activities:

Treasurer, SIGKDD, 2008 – 2009;
General Chair, SIGKDD, 1999 – 2000;
Exhibits Chair, SIGKDD, 1998 – 1999;
KDD-Cup Chair, SIGKDD, 1997 – 1999.

Membership and Offices in Related Organizations:

Advisory Board Membership, Compression Sciences, 1999 – 2000;
Advisory Board Membership, ISL/Clementine, 1996 – 1998.

STATEMENT

I, hereby, apply for the position of SIGKDD Secretary/ Treasurer.

Over the years, I served the KDD community in various roles as:

- 1) Treasurer, KDD-2009;
- 2) General Chair, KDD-2000 held in Boston, where an all-time attendance record was set;
- 3) Exhibits Chair, two consecutive years;
- 4) Launched and chaired KDD-Cup in 1997 for two consecutive years.
- 5) Held various advisory positions in SIG-KDD.

With more than 15 years of analytic research and consulting experience, applying quantitative methods to business problems in industry setting, I believe I have the management experience and business acumen to manage the finances of SIGKDD. Successfully running the finances of KDD-2009, attempting to balance the budget in this economic climate when KDD will be held abroad for the first time in its history is proof-positive that I am up for this job.

I will do my best to make sure that your vote counts.

Thank You!