

## Professor Feindt, founder and chief scientific advisor, Blue Yonder named as one of the most influential people in data in DatalQ's Big Data 100 2016

DatalQ has launched its [2016 DatalQ Big Data 100](#), a prestigious list of the top professionals working in data and Professor Feindt, Blue Yonder's founder and chief scientific advisor, was announced as one of the top 100.

The DatalQ Big Data 100 2016 – now in its third year – was compiled using a set of objective criteria to recognise those who have made the greatest industry contribution. It looks for individuals with a track record of creating valuable data assets and innovating using data in the digital era.

A former scientist at CERN turned physics professor and technology entrepreneur, Professor Feindt is the creator of the NeuroBayes algorithm, which makes probability statements about the energy of b-quarks in single collision events; only possible indirectly on the basis of large data sets. This algorithm has been applied successfully to more than 100 physics applications. In 2008, after developing commercial applications of the algorithm in other sectors, such as retail, Professor Feindt founded Blue Yonder, the predictive analytics company helping retailers across the globe use their data to optimize their merchandising and supply chain processes. Using retailers' internal data, along with external factors such as weather, market trends and competitive information, Blue Yonder's algorithms enable retailers to constantly update prices and ensure the availability of their products.

When asked by DatalQ why Professor Feindt had taken a path into data, he replied: "As an experimental physicist, observing large amounts of big data and extracting insights from it was the norm for me. Interpreting data and translating them into insights is the only aim of natural science. I realised that this must be also valuable for business where thinking is generally much less quantitative."

Professor Feindt says of making the DatalQ 100: "I am thrilled and honored to be included on this prestigious list, alongside leaders and visionaries in this field."

In a recent press release around DatalQ's Big Data 100, Adrian Gregory, DatalQ chief executive, said: "It gives me great pleasure to present this year's DatalQ Big Data 100

which showcases the people who, with the explosion of data sources in recent years, know how to get to the data that counts – to move along that range of best practice data capture to intelligence and, ultimately, to profitable actions. These are the individuals who are making extraordinary strides in the field of data innovation. DataIQ created the definitive list of data power players – the people who have been honored are the people we believe possess the most influence, profile, experience and knowledge to drive this vibrant industry further forward.”

## About Blue Yonder

Blue Yonder is the leading provider of cloud-based predictive applications for retail. Every day, we deliver decisions to our customers that boost revenues, increase margins and enable rapid responses to changing market dynamics. Our replenishment and pricing solutions are driven by sophisticated machine learning algorithms, developed by one of the largest teams of PhD-level data scientists in retail. Founded in 2008 in Karlsruhe, Germany, by ex-CERN scientist Professor Michael Feindt, Blue Yonder now operates in both Europe and the United States. We are backed by leading private equity firm Warburg Pincus and the Otto Group and established the Data Science Academy, in 2014, to provide businesses with relevant data science know-how for retail. Blue Yonder has been awarded, among many others, the Gartner Cool Vendor Award 2015, the Experton Big Data Leader Award 2016 and the BT Retail Week Technology Award.

**Blue Yonder. Best Decisions, Delivered Daily.**