

Victor SY Lo is currently Vice President, Decision Sciences at Fidelity Investments where he manages a team of analytic professionals. Previously, he was VP and Manager of Modeling and Analysis at FleetBoston Financial, and a Senior Associate at Mercer Management Consulting. In addition to analytics and management, his work has included bridging the gap between data miners, business analysts, and marketers by recommending and applying novel techniques to maximize business impact. Throughout Lo's industrial career, he has applied experimental design for conjoint-based surveys and direct marketing, time series analysis for measuring advertising effectiveness, propensity score matching for causal measurement, correspondence analysis for perceptual mapping, cluster analysis for segmentation, discrete choice analysis for pricing and feature optimization, survival analysis for employee retention, and data mining techniques such as decision tree and neural network for database marketing. His academic research included applications of probability, statistical, and nonlinear optimization models in gambling strategies and quality engineering. He has published articles in management science, data mining, and statistics literature.