

Avinash Kaushik

Author, Digital Marketing Evangelist for Google

Avinash helps executive teams, marketers and data analysts leverage innovative digital strategies and emerging technologies to outsmart their competitors.

He's the Digital Marketing Evangelist for Google, and a passionate teacher who shares his perspective frequently via multiple channels: a weekly newsletter (*The Marketing Analytics Intersect*), a bi-monthly blog (*Occam's Razor*) and two best-selling books that have been translated into over a dozen languages (*Web Analytics: An Hour A Day* and *Web Analytics 2.0*).

Currently, he is delving into all the ways artificial intelligence can speed up the generation of insights to inform strategy and automate day-to-day decision-making. Over the last couple years, he has lead and contributed to application of machine learning algorithms, both inside Google and for external developers.

As always, Avinash passionately advocates for a smarter balance between faith and data. In service of that goal he has pushed the industry to use a broader set of data – own, competitive, qualitative, quantitative – along with new applications of classic statistical models that form the foundation of data science.

Avinash has received rave reviews for bringing his energetic, inspiring and actionable insights to companies like Unilever, Chase, Hyatt, Porsche, IBM, Naspers, and Chanel. He has delivered keynotes at conferences in every corner of the world, including the Monaco Media Forum, The Art of Marketing, Synergy Digital, Travel Alberta, Resultados Digitais Summit and Healthcare Strategy Summit.

He is on the Advisory Boards of the University of Toronto Rotman School of Management, University of California at Irvine's program on Web Intelligence, USC's Annenberg School's Media Impact Project, Udacity, and the charity Health4theWorld. Additionally, he is a frequent guest lecturer at universities such as Stanford, University of Virginia, UCLA, and University of Utah.

Avinash has received industry honors including Statistical Advocate of the Year award from the American Statistical Association, Rising Star award from the Direct Marketing Educational Foundation, and Most Influential Industry Contributor from the Digital Analytics Association.