

Annie Duke

Author, Decision Strategist, & Former Professional Poker Player

Annie Duke has leveraged her expertise in the science of smart decision making to excel at pursuits as varied as championship poker to public speaking. On February 6, 2018, Annie's first book for general audiences, *Thinking in Bets: Making Smarter Decisions When You Don't Have All the Facts*, was released by Portfolio, an imprint of Penguin Random House. In this book, Annie reveals to readers the lessons she regularly shares with her corporate audiences, which have been cultivated by combining her academic studies in cognitive psychology with real-life decision making experiences at the poker table.

For two decades, Annie was one of the top poker players in the world. In 2004, she bested a field of 234 players to win her first World Series of Poker (WSOP) bracelet. The same year, she triumphed in the \$2 million winner-take-all, invitation-only WSOP Tournament of Champions. In 2010, she won the prestigious NBC National Heads-Up Poker Championship. Prior to becoming a professional poker player, Annie was awarded a National Science Foundation Fellowship to study Cognitive Psychology at the University of Pennsylvania.

Annie now spends her time writing, coaching, and speaking on a range of topics such as decision fitness, emotional control, productive decision groups, and embracing uncertainty. She is a regularly sought-after public speaker, addressing thousands in keynote remarks at conferences for organizations ranging from the Investment Management Consultants Association to the Big Ten Conference. She has been brought in to speak to the executive teams or sales forces of organizations like Marriott, Gaylord Resorts, and Ultimate Software, among others. She is also a sought-after speaker in the financial sector, with clients such as Susquehanna International Group and CitiBank. Annie regularly shares her observations on decision making and critical thinking skills on her blog, Annie's Analysis, and has shared her poker knowledge through a series of best-selling poker instruction and theory books, including, *Decide to Play Great Poker* and *The Middle Zone: Mastering the Most Difficult Hands in Hold'em Poker*, which were both co-written with John Vorhaus.

Annie is a master storyteller, having performed three times for The Moth, an organization that preserves the art of spoken word storytelling. One of her stories was selected by The Moth as one of their top 50 stories and featured in the organization's first-ever book. Her passion for making a difference has helped raise millions for charitable causes. In 2006, she founded Ante Up for Africa along with actor Don Cheadle and Norman Epstein, which has raised more than \$4 million for Africans in need. She has also served on the board of The Decision Education Foundation. In 2009, she appeared on *The Celebrity Apprentice*, and raised \$730,000 for Refugees International, a charity that advocates for refugees around the world. In October 2013, Annie became a national board member for After School All-Stars. In 2014, Annie co-founded the non-profit, How I Decide, with the goal of helping young people develop the essential life skills of critical thinking and decision making. In 2015, she became a member of the NationSwell Council. In 2016, she began serving on the board of directors of The Franklin Institute, one of America's oldest and greatest science museums.
