



PREDICTIVE DYNAMIX INC

TURNING BUSINESS EXPERIENCE INTO BETTER DECISIONS

About the Founder

Paul Duke has been developing commercial predictive modeling applications since the 1980's. His significant industry experience includes applications in retail site selection, sales forecasting, pricing, securities trading, analytical CRM, and diverse engineering and geoscience areas.

Paul founded Predictive Dynamix in 1999 in order to provide high-impact data mining software tools and embeddable software components to vertical solution providers. Paul has served as the chief visionary and architect for the Predictive Dynamix suite of products and also leads the professional services business.

Prior to forming Predictive Dynamix, Paul served as the Vice President of Development at NeuroCorp where he headed the development of all software and forecasting products. NeuroCorp is a consulting firm specializing in the application of geographical information systems and predictive modeling technologies to demographic analysis, sales forecasting, and retail site selection. During Paul's tenure at NeuroCorp, the company's client-base grew over 700%, establishing clients in more than 30 countries.

Prior to NeuroCorp, Paul worked at Texaco, where he led the Advanced Technology Artificial Intelligence Team. At Texaco, his responsibilities included applied research & development, consulting, and project management. He worked on a large variety of applications of advanced modeling technologies to high-value business and technical problems, including:

- ✓ Gasoline price optimization
- ✓ Retail sales forecasting
- ✓ Predicting gas plant efficiency
- ✓ Multi-phase flow modeling
- ✓ Seismic pattern recognition
- ✓ Stratigraphic modeling
- ✓ LANSAT pattern recognition
- ✓ Forecasting stuck drill pipe
- ✓ Reservoir decline prediction
- ✓ Spectral pattern recognition

While at Texaco, Paul also co-instructed the course "Decision Analysis & Expert Systems" in the Rice MBA program and guest lectured on artificial intelligence at various universities.