

BILLY BEANE

Executive Vice President of Baseball Operations for the Oakland A's

AT THE PODIUM

Moneyball: The Art of Winning an Unfair Game

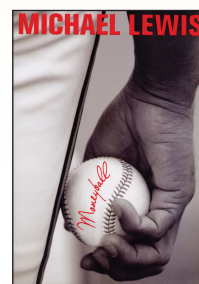
Billy Beane's "Moneyball" philosophy has been adopted by organizations of all sizes, across all industries, as a way to more effectively, efficiently, and profitably manage their assets, talent, and resources. He has helped to shape the way modern businesses view and leverage big data and employ analytics for long-term success.

In his signature talk, which explores his innovative, winning approach to management and leadership, Beane:

- Describes How He Disrupted The World of Baseball by Taking the Undervalued and Underpaid Oakland A's to 6 American League West Division Titles
- Elaborates upon his now-famous "Moneyball Methodology", which Numerous Companies Have Implemented in order to Identify and Re-Purpose Undervalued Assets
- Demonstrates How to Win Against Companies That Have Bigger Budgets, More Manpower, and Higher Profiles
- Discusses Attaining a Competitive Advantage to Stimulate a Company's Growth
- Illustrates the Parallels Between Baseball and Other Industries that Require Top-Tier, Methodical Approaches to Management
- Emphasizes the Need to Allocate Resources and Implement Truly Dynamic Analytics Programs
- Delineate How to Turn a Problem into Profit and Make Those Returns Work For Your Company, No Matter the Size



Billy Beane is considered one of the most progressive and talented baseball executives in the game today. As General Manager of the Oakland A's, Beane shattered traditional MLB beliefs that big payrolls equated more wins by implementing a statistical methodology that led one of the worst teams in baseball—with one of the lowest payrolls—to six American League West Division Titles. That strategic methodology has come to be known as the "Moneyball" philosophy, named for the bestselling book and Oscar winning film chronicling Beane's journey from General Manager to celebrated management genius.



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