



Greta Roberts is the CEO & Co-founder of Talent Analytics, Corp. She has uniquely led her firm to apply predictive analytics to predict employee behavior (who will perform, who will leave), in the same way corporations apply predictive analytics to predict customers - (who will buy).

Talent Analytics' success, for over a decade, applying predictive analytics to solve difficult employee challenges has led her to be an in-demand international Speaker, Thought Leader, Author and Talent Analytics Expert. She has been a multi-year Keynote or presenter at Predictive Analytics World (PAW), the ADMA Global Forum in Sydney, Australia, the INFORMS Analytics Conference, SAP Sapphire Now, SAS Analytics Conference, INFORMS, Ford Motor Company, and Kennesaw State University -- among others.

She is frequently quoted by the Press in a variety of influential business, human capital and analytics business publications and is a contributing author to two books on analytics:

- *Modern Analytics Methodologies: Driving Business Value with Analytics*
- *Applied Insurance Analytics: A Framework for Driving More Value from Data Assets, Technologies and Tools.*

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Speech Topics

- Human Resources
- Employee Engagement

