



Peter Accorti

Senior Business Consultant
Experian Advisory Services



Education:

- University of Virginia, MSc in Mechanical and Aerospace Engineering
- Carnegie Mellon University, BSc in Mechanical Engineering

Specialist areas:

- Software and Computer Programming
- Web Technologies and Databases
- Rules & Optimization Engines
- Analytics
- Algorithms

Consulting expertise:

- Software Architecture
- Business Problem Definition
- Rules Engine and Optimization Applications
- Implementation and Project Phasing

Selected Speaking Engagements:

- Experian's Vision Conference 2010
~ "Champion/Challenger - how to use a test-and-learn environment to realize business benefits"

“Only when you truly understand the customer’s issues and goals will you be able to propose a solution.”

With over 30 years of software experience, Peter Accorti has been working with and programming computers since high school. Peter has worked at NeXT, Apple and object database companies before coming to Experian and has over 25 years of customer facing technical experience. Peter is part of the CSDA Global Consulting practice where he works with customers to understand their decision and analytic needs and works to define the appropriate solutions.

Peter started his career at Experian in the Marketswitch optimization team where he helped customers understand the benefits of mathematical optimization. Peter was instrumental in the first credit card line management optimization project and delivery. Besides credit line management, Peter has also worked on cross-sell optimization, retention optimization and collection optimization. During this time, Peter worked closely with the product management team and he pioneered several advanced optimization techniques. Later, Peter ran the North American Pre-Sales Engineering team. In this role he and his team discussed and demonstrated the use of Experian Decision Analytics software products and their application. In this role Peter worked on several prototypes and proof-of-concepts particularly with the PowerCurve Strategy Management rules engine.

These days Peter programs for fun (mostly PHP/JavaScript) and keeps abreast of web technologies through his own AWS instance. After over 25 years of customer facing roles Peter feels the most important part of his job is to listen closely to customers and use probing questions to get to the root of their issues and goals. Then and only then can a solution be proposed. Peter says, “If we don’t have the right solution for a customer, I’ll tell them that. Sales opportunities come and go but trust should always be constant.”