

Avi Goldfarb

Co-author, *Power and Prediction*

Author of the bestselling, *Prediction Machines*

Rotman Chair in Artificial Intelligence and Healthcare

Professor of Marketing, Rotman School of Management,
University of Toronto

The simple economics of artificial intelligence



Biography

Avi Goldfarb is a bestselling author and researcher whose studies focus on artificial intelligence and the opportunities and challenges of the digital economy. He has published academic articles in marketing, statistics, law, management, medicine, political science, refugee studies, physics, computing, and economics. In his speeches, he provides illuminating insights and practical advice on the economics of artificial intelligence, privacy, and digital health with professorial clarity.

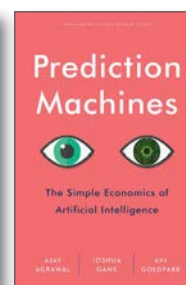
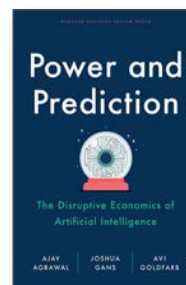
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Topics & Books

Business of Artificial Intelligence

The Economic Impact of Digitization

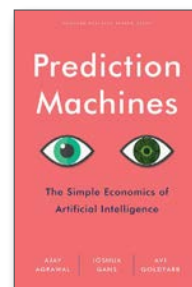
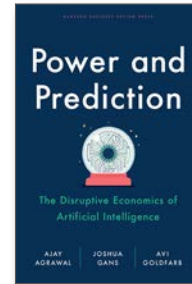
Privacy



His bestselling first book, *Prediction Machines*, was the first to map out the simple yet game-changing economics of AI — the impact of the drop in the cost of prediction. Now he's back with *Power and Prediction*, emphasizing both the disruptive impact of AI and the opportunities for businesses in all industries. With virtuosic fervor, he connects threads between AI's decision-making abilities, power, profits, and control.

Avi Goldfarb is the first holder of the Rotman Chair in Artificial Intelligence and Healthcare, and a professor of marketing at the Rotman School of Management, University of Toronto. He is also Chief Data Scientist at the Creative Destruction Lab, a Research Associate at the National Bureau of Economic Research, and a former Senior Editor at *Marketing Science*.

Avi's research has been widely covered by the most prestigious media outlets, including *The Economist*, *Forbes*, *Fortune*, *The New York Times*, *Financial Times*, and *Wall Street Journal*. He has delivered talks on artificial intelligence at top tech companies including Amazon, Facebook/Meta, Microsoft, Netflix, and Uber. Of renowned real-world significance, Avi's work on privacy issues has been used by the White House and the European Commission. He testified about competition and online advertising at the US Senate Committee of the Judiciary, and his study on online advertising won the INFORMS Society of Marketing Science Long Term Impact Award. Avi received his Ph.D. in economics from Northwestern University.



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