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**John Brocklebank**

Vice President, SAS® Solutions OnDemand
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Dr. John Brocklebank, Vice President of SAS® Solutions OnDemand, brings more than 30 years of SAS programming and statistical experience to his leadership role at SAS. Currently director of the Advanced Analytics Lab, he also leads the SAS Analytics Lab for State and Local Government, which devotes the resources of nearly 300 mostly doctoral-level SAS experts to devising technology solutions to critical state and local government issues, such as fraud, waste, tax collection, public safety and education.

When state and local governments approached SAS to help them with fraud detection, Brocklebank was ready to implement the SAS Fraud Framework to tackle any type of public sector fraud. He spearheaded the use of SAS' cloud-computing center to host data for customers who do not have the necessary hardware or analytics expertise in-house. In addition to Los Angeles County's successful child care benefits fraud solution, Brocklebank has overseen innovative anti-fraud implementations in Washington Labor & Industries, North Carolina Medicaid and the Louisiana Workforce Commission.

Brocklebank partnered with the North Carolina Office of the State Controller to develop Criminal Justice Law Enforcement Automated Data Services (CJLEADS), a secure, hosted, web-based application for up-to-date NC criminal information. The goal of CJLEADS is more efficient, better informed decisions and improved public safety. Historically, compiling a complete offender profile was time-consuming, inefficient and inaccurate, with data not available to all criminal justice professionals.

The pilot program launched 145 days after the legislative mandate. The system went statewide in June 2012, giving an estimated 33,000 users access to information on approximately 13 million offenders. By 2015, the statewide return on investment based on time savings, increased productivity and lives saved is estimated to be \$28 million.

Holder of nine issued patents, Brocklebank was head of Statistical Training and Consulting at SAS from 1981 to 1996 and Product Development Director for SAS Data Mining from 1997 to 1999. He was the initial product development director for SAS Enterprise Miner Software and Manager of Statistical Training in SAS' Education department of where he taught classes and managed the statistical curriculum development.

Co-author of the book *The SAS System for Forecasting Time Series*, Dr. Brocklebank holds a Ph.D. in Statistics and Mathematics, an M.S. in Biostatistics, and a B.A. in Mathematics. At North Carolina State University, he serves as a Physical and Mathematical Sciences (PAMS) Foundation board member and an Adjunct Professor of Statistics at . In 2009, he was awarded the SAS CEO Award of Excellence.