

Joe Aarons
Senior Data Scientist
General Motors, Office of the CIO – Advanced Analytics

Joe Aarons is a senior data scientist at General Motors and a founding member of the advanced analytics team in the Office of the CIO. The team was created two years ago with the mandate to foster data-driven business outcomes through the application of advanced analytics methods in business decision-making.

Central to this initiative has been the development of an analytics framework that drives efficient collaboration among team members and the reusability of analytic models, data and knowledge, all of which support the GM purpose and values of "earning customers for life, inspiring passion and loyalty for GM Brands, translating breakthrough technologies into vehicles and experiences that people love and building the most valued automotive company".

Joe has more than 20 years of analytics experience at various companies. Past positions include strategic pricing and planning at Advanced Micro Devices, co-founder of Zilliant – a pricing analytics company, software development manager at ComPaq, and SAS developer at GM-EDS. Joe has leveraged SAS/JMP in the areas of pricing, rebates and incentive optimization, demand modeling, product and customer segmentation, business transformation and analytics software development. He has a bachelor's degree in mathematics from Doane College in Nebraska.