



Peter van der Putten

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Peter van der Putten is the global Director for Decisioning Solutions at Pega. Peter empowers enterprises to deliver great customer experiences and optimize customer value through Artificial Intelligence and Next Best Action Decisioning Solutions. He helps leading brands such as Allianz, Achmea, Verizon, Vodafone, EverythingEverywhere, Optus, RBS, Santander, CBA, British Airways, British Gas and Cisco to become more 'human' by transforming into customer centric organizations. A combined customer base of overall 1.5 Billion consumers are experiencing AI-infused, personalized journeys, allowing these customers to get the most out the companies they are interacting with.

Peter obtained a PhD in Machine Learning from Leiden University and a MSc in Cognitive Science and Artificial Intelligence from Utrecht University, the Netherlands. Next to his industry job he is also a guest researcher in data mining and creative research at Leiden University. For more information see <https://www.linkedin.com/in/petervanderputten/>, <https://www.pegacom/> and <http://liacs.leidenuniv.nl/~puttenpwhvander/>