

Neil Hoyne

Neil Hoyne is the Chief Strategist at Google and the best-selling author of "Converted: The Data-Driven Way to Win Customers' Hearts". Mr. Hoyne was a Senior Fellow at the Wharton School and presently serves on the Board of Trustees for Purdue University Global. He's received multiple patents for his work in marketing attribution and customer analytics, been published in notable outlets such as Harvard Business Review, and has keynoted hundreds of events in more than two dozen countries.