



ANNIE DUKE MEDIA KIT

ANNIE'S BIO

Annie Duke is a World Series of Poker bracelet winner, the winner of the 2004 Tournament of Champions and the only woman to win the NBC National Poker Heads Up Championship. She has authored four books on poker. Now, as a professional speaker and decision strategist, she merges her poker expertise with her cognitive psychology graduate work at UPenn. She focuses on improving decision making and critical thinking skills, and developing individual and cultural supports to overcome cognitive bias. She is a founder of How I Decide, a non-profit that creates curricula and tools to improve decision making and critical thinking skills for under-served middle schoolers. She also serves on the National Board of After School All Stars, a non-profit that provides three hours of after school programming daily to more than 90,000 inner city youth across the country. In 2016 she was asked to join the Board of Trustees of the prestigious Franklin Institute.

ANNIE'S SPEECH TOPICS

Annie Duke speaks about a range of subjects involving decision behavior and strategy. She regularly delivers keynote speeches, addresses corporate meetings and retreats, and speaks before business and professional organizations.

- **Workplace Culture:** At work, we learn through experience. Whether those lessons stick depends on overcoming irrational thinking patterns with a constructive workplace culture.
- **Decision Fitness:** During the moments when we make decisions or experience outcomes, we can easily be influenced by emotions connected with winning and losing. Setting up "best practices" in advance can minimize that influence.
- **Facts, Beliefs, and Probabilities:** Our brains developed for quickness, but they lack the accuracy and completeness of computers. There are, however, several ways we can improve how we process and interpret information.
- **Long-Term Thinking:** Humans have the unique ability to imagine and contemplate the future. Our short-term and long-term goals frequently conflict, however, and when they do, our instinct is to sacrifice the future for the present.



PREVIOUS SPEAKING ENGAGEMENTS

Here are a few of the organizations that have previously hired Annie to speak:

- American College of Trial Lawyers
- Bank of America
- Citibank
- Context Summits
- EnergySmart
- Gaylord Resorts
- International Academy of Trial Lawyers (IATL) Mid-Year Meeting
- Marriot International
- Midcontinent Independent System Operator, Inc. (MISO)
- Pandora Radio
- Schnader Harrison Segal & Lewis LLP
- Senator Investment Group LP
- Tremor Video

CLIENT TESTIMONIALS

- “Annie is a master at delivering an engaging talk that leaves the attendees thinking about the message and how it applies to their world long after her presentation concluded.”
– *Maria Himebaugh, Vice President, Revenue Management, Marriott International*
- “Annie’s entertaining presentation and discussion provided thoughtful insights into decision making and continual learning that were informed by her cognitive research and her experiences at the poker table.”
– *Wayne Schug, Vice President of Strategy, Midcontinent Independent System Operator, Inc. (MISO)*

ANNIE’S VIDEOS

- Annie Duke: From the Poker Table to Investing
- Annie Duke: Game Theory
- Annie Duke: Peer Performance
- Annie Duke: Business Insider Series
- Annie Duke: Strategies to Avoid Bias and Learn from Mistakes



WHERE ANNIE'S SPEECHES COME FROM

Annie approaches each speech as a custom presentation. She consults with the event organizers to choose the best message, examples, lessons, and visual materials based on the intended audience. Annie draws examples from poker; daily life; business and enterprise life; the latest developments in news, politics, and sports; family life and child raising; health and lifestyle choices; and marketing and consumer behavior.

- Annie has a first-class education in human behavior, and active and continuing dialogue with the academic community on human decision making.
- She has 20 years of experience in the real-world behavioral lab of professional poker. Using her behavioral approach to understand that the thinking patterns and traps into which most players fall, and what the BEST players do different and better.
- As a consequence, her talks are grounded in behavioral science, tested in a real-world laboratory, reviewed with experts in economics, psychology, and neuroscience. Her talks connect with audiences.

MEDIA HIGHLIGHTS

- In 2009, she appeared on NBC's hit show *Celebrity Apprentice*, through which she helped raise \$730,000 for Refugees International, a charity that advocates for refugees around the world.
- In 2012 and 2015, Annie appeared on *The Moth*, and her story was chosen as one of the top 50 live stories for *The Moth Book*.
- January, 2016, Annie was featured in *New York Magazine's "Beginnings: The Breakthrough Moments"* alongside Connie Britton, George Clooney, and Yoko Ono.
- In September 2015, Annie was featured on NPR: "How Poker Player Annie Duke Used Gender Stereotypes to Win Matches."
- In 2015, Annie was featured in *USA Today: Financial Advice from a Gambler*

SOCIAL MEDIA

Connect with Annie on *Facebook, Twitter, YouTube, LinkedIn* or *Google+*.

MEDIA INQUIRIES

For all media inquires please contact | info@annieduke.com or 888 331 7376

