



ANNIE DUKE

Author. Professional Speaker. Decision Strategist



ANNIE'S BIO

Annie Duke is an experienced corporate speaker and consultant on the behavior of decision making. On February 6, 2018, Annie's first book for general audiences, "Thinking in Bets: Making Smarter Decisions When You Don't Have All the Facts" will be released by Portfolio, an imprint of Penguin Random House. As a former professional poker player, she won more than \$4 million in tournament poker. She has won a World Series of Poker bracelet, the World Series of Poker Tournament of Champions, and the NBC National Poker Heads-Up Championship. She has written

five books, raised four children and raised more than \$18 million for charities. Annie is a cofounder of HowIDecide.org, a member of the National Board of After-School All-Stars and a member of the NationSwell Council. In 2016 she joined the board of directors of the Franklin Institute, one of America's oldest and greatest museums. She has also won a televised championship in rock-paper-scissors.

HER TALK 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. She approaches each speech as a custom presentation. She consults with the organization representing the audience to choose the best message, examples, lessons, and visual materials. 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. Some favorite topics, include:

- HOW WINNING AND LOSING DRIVES IRRATIONAL CHOICES: Lessons from the poker table
- TILT: Managing your emotions
- TAKING CARE OF YOUR FUTURE SELF: Temporal discounting and the sacrifices we make to feel good now
- HEARING IS BELIEVING: Belief formation and motivated reasoning
- BIG DATA: The good, the bad and the ugly

WHO'S HIRED ANNIE?

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



MEDIA HIGHLIGHTS

- Annie's book, *Thinking in Bets*, has been highlighted as one of the top reads for 2018, by [The Washington Post](#), [Big Speak](#), [Business Insider](#), [The Startup](#) and [Inc. Magazine](#), among others.
- Annie was featured in Charles Duhigg's latest book, [Smarter Faster Better](#), and highlighted in the New York Times [review](#) of the book.
- She was [interviewed](#) by Stuart Firestein for Nautilus Magazine on how "The Resulting Fallacy is Ruining Your Decisions."
- She regularly blogs for the [Huffington Post](#) on topics ranging from politics to parenting.
- Annie was interviewed live at Reason Weekend 2016, and talked about the [Life Lessons Poker Can Teach Us](#).
- She was featured in [New York Magazine's "Beginnings: The Breakthrough Moments"](#) alongside Connie Britton, George Clooney, and Yoko Ono.
- Annie was highlighted on Hidden Brain on [NPR: "How Poker Player Annie Duke Used Gender Stereotypes to Win Matches."](#)
- Annie's advice was covered in a USA Today story, [Financial Advice from a Gambler](#).
- 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.
- On several occasions, Annie appeared on [The Moth](#), and her story was chosen as one of the top 50 live stories for [The Moth Book](#).

ANNIE'S VIDEOS

[Big 10 Development Conference | Clip on Decision Making in the Grocery Store](#)

[Big 10 Development Conference | Clip on Opportunity Cost](#)

[Private Advisor Group | Clip on Preconceived Notions](#)

[Private Advisor Group | Clip on Luck vs. Skill](#)

[IMCA Conference | From the Poker Table to Investing](#)

[Annie Duke on Game Theory](#)

[Annie Duke on Peer Performance](#)

[Annie Duke on Business Insider Series](#)

[Annie Duke on Strategies to Avoid Bias and Learn from Mistakes](#)

SOCIAL MEDIA

Connect with Annie on [Facebook](#), [Twitter](#), [YouTube](#) or [LinkedIn](#). Her website is: www.AnnieDuke.com where you can also sign up for her [newsletter](#) or read her [blog](#) with her periodic analysis of all things data, pop culture, politics and more.

BOOKING CONTACT

Interested in interviewing Annie or having her speak to your audience? Reach out. We'd love to talk. info@annieduke.com or 888 331 7376