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Martin Fleming

Martin Fleming is IBM's Chief Analytics Officer and Chief Economist.

As the Chief Analytics Officer, Martin leads IBM's initiative to become the world's premier Cognitive Enterprise. A Cognitive Enterprise is a business model transformation that employs machine learning, artificial intelligence and cognitive systems to improve decision making and, as a result, financial performance.

The Chief Analytics Office is a data science center of competency focused on improving IBM's business performance and achieving IBM's financial goals.

As IBM's Chief Economist, Martin provides regular macroeconomic insight and analysis to IBM's senior leaders and engages with select IBM clients to provide a view of the global economic outlook.

Martin also leads IBM's data science profession with the mission to drive the growth and expertise of IBM's skilled data science professionals whose expertise will ensure success in the cognitive era.

Previously, within IBM Corporate Strategy, Martin led IBM's Smarter Planet strategy development and execution with a focus on energy, climate change, transportation, water and Smarter Cities.

Prior to joining IBM, Martin was a Principal Consultant with Abt Associates, Cambridge Massachusetts. He was also Vice President, Strategy for Reed-Elsevier, Inc., the Anglo-Dutch information company. Martin began his professional career at the System Dynamics Group, Alfred P. Sloan School of Management, Massachusetts Institute of Technology.

Martin's work has been published in a number of professional journals and general interest publications such as *The Economist*, the *New York Times* and the *Wall Street Journal*. Martin has testified to various US Congressional committees, including the Joint Economic Committee.

With Arvind Krishna and Solomon Assefa, Martin published "Instilling Digital Trust, Blockchain and Cognitive Computing for Government", Chapter 7 of *Digital Revolutions in Public Finance*, eds. Sanjeev Gupta, Michael Keen, Alpa Shah, and Geneviève Verdier, International Monetary Fund, Washington, DC, 2017.

Martin is an active member of a number of professional associations and is the current Chair of the Conference of Business Economists.

Martin holds a Ph.D. and an M.A. in Economics from Tufts University and a B.S. *cum laude* in Mathematics from University of Massachusetts Lowell.