Jeffrey Ma

Kingpin of the famous MIT Blackjack Team

Data Analysis Expert

Revolutionary Business Strategist

Beyond his work in the start up world, Ma has worked as a consultant to the San Francisco 49ers, the Portland Trail Blazers and a major apparel brand, helping them to make better decisions using data and analytics. His most recent book, “The House Advantage: Playing the Odds to Win Big in Business” was a business bestseller and draws on his unique experiences at the table and in the sports world creating a truly accessible work about business analytics.

At the blackjack table, and in the world of pro sports, Ma entered very emotional, “gut-feel” environments and achieved success by not only gathering the right data and analyzing it rationally, but also having the courage to follow through on the sometimes counterintuitive answers it provided. With stories drawn from sports and from Vegas, he helps you better visualize how a more rigorous approach to numbers will improve results in everything from sales to HR to strategy. Drawn from unique personal experiences, some examples of Ma’s incredible tales are recovering from losing $100,000 in two hands of blackjack, teaching Kevin Spacey how to count cards, and advising the Trail Blazers whether to pick Greg Oden or Kevin Durant.

As a member of the infamous MIT Blackjack Team, Jeff Ma created an ingenious method for counting cards—using talent, creativity, math, and teamwork to win millions in Las Vegas. (Card-counting, by the way, is not illegal; casinos just don’t like it). Ma was the inspiration for the best-selling book Bringing Down the House and the hit movie, 21, which topped the box office in its first two weeks. He has since helped start four different companies including GolfSpan.com (sold to Demand Media), CircleLending (sold to Virgin) and Citizen Sports (sold to Yahoo) and become a sought-after speaker. Ma shows companies how to harness the power of numbers to make better bottom line business decisions; decisions that, often, are the difference between winning and losing.

A charismatic speaker, Ma talks about teamwork and innovative metrics in a way that will make you reevaluate how you assess talent, find undervalued assets and measure the true worth of your business. Best of all, you don’t need to be a calculus nerd to implement his winning strategies. By eschewing emotion and honing in on hard facts and results, Ma has helped usher in what Newsweek calls "a new age of numbers in corporate America."

Most recently, Ma has founded a new company called tenXer with the vision to revolutionize human capital management by using measurable metrics to power improved motivation systems.