

Mathematics Department Presentation Series



Fall 2013

Frank D'Arrigo *"Analytics and Cloud Computing"*

**Thursday, October 10th
4:00 p.m.
Butler Library 210**

AAA is a 113-year-old brand that has provided safety, security and peace of mind for generations of American families. However, advances in technology are challenging the core services that define the AAA brand. From road service to insurance, and travel to TripTiks, AAA is competing with brick and mortar companies as well as companies born in the Internet age.

Frank D'Arrigo, Director of Technology for AAA Western and Central New York, will discuss the evolution of the AAA brand and the application of behavioral analytics as AAA reaffirms its relevancy to its members. By using data modeling and data mining technologies and processes, AAA is able to improve member acquisition and retention and enhance up-sell/cross-sell opportunities across multiple business lines.

Frank D'Arrigo has held numerous executive positions within AAA Western and Central New York to include Database management, Marketing, Business Intelligence and Information Technology Operations.

Previously, he was a technology architect for a large financial services call center. Prior to that, Frank was the Assistant Vice Provost for Undergraduate Education at SUNY Buffalo. He is a graduate of the University at Buffalo with undergraduate and graduate degrees in Geography with a focus in International Trade and World Investment and Urban and Regional Analysis.