



Annie Duke

Keynote Speaker

Speaking Topics Include

- **Thinking in Bets: Avoid Emotional Decision-Making & Embrace Uncertainty**
- **Hearing is Believing: Belief formation and motivated reasoning**
- **Own Your Own Disruption**

**World Series of Poker
Decision Strategist
Author
Decision Making Consultant**

Fee Range: \$30,000 - \$40,000

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Let us tell you Annie Duke's story

Annie Duke has leveraged her expertise in the science of smart decision making to excel at pursuits as varied as championship poker to public speaking. Annie's latest book, ***How to Decide: Simple Tools for Making Better Choices***, was released in the fall of 2020 from Portfolio, a Penguin Random House imprint. Her previous book, ***Thinking in Bets***, is a national bestseller. In the book, Annie reveals to readers the lessons she regularly shares with her corporate audiences, which have been cultivated by combining her academic studies in cognitive psychology with real-life decision making experiences at the poker table.

For two decades, Annie was one of the top poker players in the world. In 2004, she bested a field of 234 players to win her first World Series of Poker (WSOP) bracelet. The same year, she triumphed in the \$2 million winner- take-all, invitation-only WSOP Tournament of Champions. In 2010, she won the prestigious NBC National Heads- Up Poker Championship. She retired from the game in 2012. Prior to becoming a professional poker player, Annie was awarded a National Science Foundation Fellowship to study Cognitive Psychology at the University of Pennsylvania, where she earned her master's degree.

Annie now spends her time writing, coaching and speaking on a range of topics such as decision fitness, emotional control, productive decision groups and embracing uncertainty. She is a regularly sought-after public speaker, addressing thousands in keynote remarks at conferences for organizations ranging from the Investment Management Consultants Association to the Big Ten Conference. She has been brought in to speak to the executive teams or sales forces of organizations like Marriott, Gaylord Resorts and Ultimate Software, among others. She is a sought-after speaker in the financial sector, and regularly shares her observations on decision making and critical thinking skills on her blog, Annie's Analysis.

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