



Sandra Tice – Founder and CEO of MIP Corporation

Sandra Tice is a cognitive, data and AI scientist. Ms. Tice created the proprietary methodology that enables MIP to capture a part of the human mind – high-performance reasoning power – transform it into data and algorithms and store it in MIP's *Internet of Thought™*. She also designed and directed development of MIP's augmented intelligence tool – the *Internet of Thought™*. Her clients have included Baxter, Pfizer, Motorola, ConAgra, Unilever, Mars, Sara Lee, Monsanto, SC Johnson, Whirlpool, Sears, Allstate and JPMorgan Chase. She worked with physicians at Rashid Hospital Trauma Center – Dubai and Rush University Medical Center.

Other Accomplishments

- She began her career working on the trajectory systems for NASA's Saturn rocket. These systems were portrayed in the movie Apollo 13.
- Received international recognition in the field of AI for developing the first AI used to write programs.
- Started capturing and storing reasoning power for a number of financial institutions in the 1970s.
- Introduced and implemented cutting-edge technology that established the standards for data science.
- Worked, guest lectured and studied cognitive science with Dr. Robert Ashenhurst a professor at the University of Chicago Booth School of Business. Dr. Ashenhurst published their findings in *Minds and Machines...the Journal for Artificial Intelligence, Philosophy and Cognitive Science*.
- Helped IBM introduce its Data Interpretation System and establish its data science practice.
- Managed consulting resources that saved Fortune 100 Company \$2.5 Billion in nine months.
- Combined data science, dynamic adaptive technology and human reasoning power while consulting for Fortune 200 companies.

Publications and Papers: "Making All of Your Staff High Performers," PM360, 8/2013; "How Reasoning Power of Top Performers Make Big Data and Analytics More Valuable," MIP Corporation ©2013; "Reducing Cognitive Errors by Capturing and Disseminating Expert Reasoning," Society to Improve Diagnosis in Medicine, 10/2011; "The Quest for Consistency," Darwin Magazine, 12/2003; "Creating a Smart, Nimble and Quick Corporation Workshop," MIP Corporation ©2001; "How to Create a Smart, Nimble and Quick Corporation," MIP Corporation ©2001 (white paper for Tuck School of Business at Dartmouth); and "Business Process Support: Data Warehouses that Reinvent the Business Environment," FID News Bulletin, 5/1996 (published in over 60 countries)