



## Sandra K. Tice – MIP CEO & Cognitive Scientist



**Sandra Kay Tice**, a cognitive scientist, is the CEO of MIP Corporation. Ms. Tice has over two decades of experience in “cloning” expert real-time decision-making processes and big data (business intelligence and data warehousing.) She developed MIP’s proprietary processes for “cloning” the decision-making processes of experts. She also designed and directed development of MIP’s Intellectual Capital Repository® (ICR) an enterprise mobile application that uses cognitive technology to empower individuals to make superior real-time decisions.

Ms. Tice has “cloned” the decision-making expertise of CEOs, CFOs, physicians, strategists, K-12 teachers, economists, managers, marketers, sales representatives, engineers and systems managers in a number of different industries. She successfully implemented “cloned” expertise and/or big data projects for organizations such as Baxter, Pfizer, Motorola, ConAgra, Unilever, Mars, Sara Lee, NutraSweet, SC Johnson, Whirlpool, Sears, Allstate and JPMorgan Chase. She worked with physicians at Harrison Memorial Hospital, Rush University Medical Center and the University of Illinois at Chicago Department of Medical Education, which specialize in the study of decision-making.

Ms. Tice was a reliability engineer on NASA’s Saturn Rocket Project where she worked on the reliability models and trajectory systems portrayed in the movie Apollo 13. She received international recognition for her work in artificial intelligence. In the early 1980s, she helped Metaphor Computer Systems introduce and implement data analytics and data warehousing. She helped IBM introduce its Data Interpretation System and establish its business intelligence consulting practice. She also introduced Informatica’s “data warehouse in-a-box” to the marketplace.

At the University Of Chicago Booth School Of Business, she lectured and conducted research on using expert decision-making processes with Dr. Robert Ashenurst who published their joint findings in *Minds and Machines...the Journal for Artificial Intelligence, Philosophy and Cognitive Science*. Ms. Tice received a degree in mathematics from Tulane University and studied at Loyola University and the University of New Orleans.

**Papers and Articles authored:** “Making All of Your Staff High Performers,” PM360, 8/2013; “How Expert Decision-Making Processes 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 Graduate School of Business); and “Business Process Support: Data Warehouses that Reinvent the Business Environment,” FID News Bulletin, 5/1996 (published in over 60 countries)

**Speeches:** “Reducing Cognitive Errors by Capturing and Disseminating Expert Decision-Making;” “Working Memory – Leveraging The Most Valuable Resource In Medicine;” “Meeting the Innovation Imperative;” “Unleashing the Power of Innovative Thinking;” “Tapping into the World’s Greatest Sources of Wealth;” “The Source of Wealth or Gray Matter Matters;” “Intellectual Capital and Data Warehousing...a Roadmap;” “Creating Ideal Bankers;” and “Creating Ideal Technology Managers.” Her speaking engagements include: Society to Improve Diagnosis in Medicine, Motorola Innovation Center, University of Chicago Booth School of Business, IBM’s National Conference, REGIS, American Society for Information Science, Technology Management Association of Chicago and a number of other organizations. She has also conducted one-day seminars on Creating a Smart, Nimble and Quick Corporation for companies such as Allstate, Wrigley, IBM, Allied Van Lines, Pfizer and Goodyear.