



Eric Haller

EVP, Global DataLabs

Eric is the Executive Vice President of Experian DataLabs. Experian DataLabs is responsible for developing innovative products generated from break-through experimentation leveraging machine learning and data assets from a variety of sources. He led the creation of labs in the US, UK & Brazil that support research & development initiatives across the Experian enterprise. New products developed in the labs cover mobile, payments, consumer & commercial credit, fraud, targeted marketing & healthcare. Prior to Experian, Eric was responsible for new products with Sequoia Capital backed Green Dot where he created and brought to market the first credit card a consumer could purchase off of a j-hook in a retailer. Eric also co-founded identity fraud detection business iDawg which was later renamed ID Analytics. ID Analytics was acquired by LifeLock which is now part of Symantec. Other roles held by Eric includes Chief Marketing Officer of the first publicly traded machine learning company, HNC Software (acquired by FICO) and executive roles with Visa & MasterCard.