



ANNIE DUKE

Author. Speaker. Decision Strategist.



Annie is an author, corporate speaker, and consultant in the decision-making space. In 2018 Annie's first book for general audiences, *Thinking in Bets: Making Smarter Decisions When You Don't Have All the Facts*, quickly became a national bestseller. As a former professional poker player, she has won more than \$4 million in tournament poker. During her career, Annie won a World Series of Poker bracelet and is the only woman to have won the World Series of Poker Tournament of Champions and the NBC National Poker Heads-Up 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. Annie is the co-founder of The Alliance for Decision Education, a non-profit whose mission to improve lives by empowering students through decision skills education. She is also a member of the National Board of After-School All-Stars and the Board of Directors of the Franklin Institute.

HER TALK TOPICS

Annie Duke speaks about a range of subjects involving decision behavior and strategy. She regularly delivers keynote speeches, addresses corporate meetings and retreats, and speaks before business and professional organizations. She approaches each speech as a custom presentation. She consults with the organization representing the audience to choose the best message, examples, lessons, and visual materials. Annie draws examples from poker; daily life; business and enterprise life; the latest developments in news, politics, and sports; family life and child raising; health and lifestyle choices; and marketing and consumer behavior. Some favorite topics, include:

- Thinking in Bets: Avoid Emotional Decision-Making & Embrace Uncertainty
- Own Your Own Disruption
- How Winning and Losing Drives Irrational Choices: Lessons from the poker table
- Taking Care of Your Future Self: Temporal discounting and the sacrifices we make to feel good now
- Hearing is Believing: Belief formation and motivated reasoning

WHO'S HIRED ANNIE?

- Citibank
- Bank of America
- Gartner
- Gaylord Resorts
- EnergySmart
- Tremor Video
- International Academy of Trial Lawyers (IATL) Mid-Year Meeting
- American College of Trial Lawyers
- Schnader Harrison Segal & Lewis LLP
- Marriot International
- Midcontinent Independent System Operator, Inc. (MISO)
- Senator Investment Group LP
- Context Summits
- Greenhaven Road Capital



MEDIA HIGHLIGHTS

- Annie is a popular podcast guest, having appeared on dozens of top podcasts, including [a16z](#), [Bloomberg](#), [Capital Allocators](#), [Masters in Business](#), [Smerconish](#), [Rationally Speaking](#), [Farnam Street](#), [The Artful Trader](#), [Slate Money](#), [The Art of Manliness](#) and [Wharton Business Radio](#) to name a few.
- Annie collaborated with Hartford Funds to deliver [decision-making insights and advice](#) to financial advisors and investors.
- Annie was a featured guest at a [Google Talk](#).
- Annie's book, *Thinking in Bets*, was highlighted as a top business read by [Inc.](#), [The Washington Post](#), [Big Speak](#), [Business Insider](#), [The Startup](#) and [Inc. Magazine](#), among others.
- Annie was featured in Charles Duhigg's latest book, [Smarter Faster Better](#), and highlighted in the New York Times [review](#) of the book.
- She was interviewed for Nautilus Magazine about how "[The Resulting Fallacy is Ruining Your Decisions.](#)"
- Annie was interviewed live at Reason Weekend, and talked about the [Life Lessons Poker Can Teach Us](#).
- She was featured in [New York Magazine's "Beginnings: The Breakthrough Moments"](#) alongside Connie Britton, George Clooney, and Yoko Ono.
- Annie was highlighted on Hidden Brain on [NPR: "How Poker Player Annie Duke Used Gender Stereotypes to Win Matches."](#)
- Annie's advice was covered in a USA Today story, [Financial Advice from a Gambler](#).
- She appeared on NBC's hit show [Celebrity Apprentice](#), through which she helped raise \$730,000 for Refugees International, a charity that advocates for refugees around the world.
- On several occasions, Annie appeared on [The Moth](#), and her story was chosen as one of the top 50 live stories for [The Moth Book](#).

ANNIE'S VIDEOS

[Annie Duke on Bias](#)

[Poker as a Decision Making Model](#)

[Big 10 Development Conference | Clip on Decision Making in the Grocery Store](#)

[Big 10 Development Conference | Clip on Opportunity Cost](#)

[Private Advisor Group | Clip on Preconceived Notions](#)

[Private Advisor Group | Clip on Luck vs. Skill](#)

[Annie Duke on Game Theory](#)

[Annie Duke on Peer Performance](#)

[Annie Duke on Business Insider Series](#)

[Annie Duke on Strategies to Avoid Bias and Learn from Mistakes](#)

SOCIAL MEDIA

Connect with Annie on [Facebook](#), [Twitter](#), [YouTube](#) or [LinkedIn](#). Her website is: www.AnnieDuke.com where you can see more [media highlights](#), view her newsletter [archive](#) and [sign up](#) to receive her periodic analysis of all things data, pop culture, politics and more.

BOOKING CONTACT

Interested in interviewing Annie or having her speak to your audience? Reach out. We'd love to talk. Contact Jenifer at Jenifer@SarverStrategies.com or 512-577-9099.