



## DR BRYAN SMITH

CHIEF DATA SCIENTIST

Bryan leads the research vision of the Movio data science team and enables the creation of data-driven products that generate analytical insights.

### BACKGROUND

Prior to Movio, Bryan spent seven years at New Zealand government research agency Callaghan Innovation. He initially worked as a Research Scientist before moving into a Research Group Manager role, leading research in analytics, numerical method development, and computational mechanics. He has a PhD in Applied Mathematics from Northwestern University in Illinois.

As Chief Data Scientist at Movio, he heads a team focused on research in statistics, analytics, and machine learning, concentrating on the development of new products that utilize Movio's global moviegoer database to generate analytical insights.



Our primary goal is to understand what makes individual moviegoers choose which movies, and why. ”

### ACHIEVEMENTS

Bryan's research has been featured in a number of high-profile industry publications, including Variety, Box Office Magazine, Celluloid Junkie, Hollywood Reporter, TheWrap, Film Journal and Deadline.

### ABOUT MOVIO

With 56% of the cinema screens of the Large Cinema Circuit (cinemas with over 20 screens) currently engaged in North America as well as 29% globally, Movio maintains real-time, authoritative data on customer transactions for many of the world's biggest cinema chains and captures the behavior of millions of active moviegoers worldwide.