

Steven Cracknell is a business innovator and product development visionary with extensive experience in running large-scale global projects and turning ideas into highly commercial applications. He has a unique ability to interpret and deconstruct complex technologies and then translate these into highly functional and practical products. By transcending the boundaries that traditionally lie between technology and business, he has consistently produced extraordinary results throughout his career.



This has ranged from designing a unique machine learning mechanism for the identification of human intent, to developing a sophisticated volatility screening tool at a tier 1 investment bank to devising a customized trading system for a disabled trader. Steven has also applied his skills to social development initiatives through creatively reaching and mobilizing consumers in developing countries, to designing and running business workshops to women business owners in emerging economies. He has a broad wealth of knowledge ranging from product development, financial management, to global strategic planning.

Steven believes in making a difference and constantly looks to share his knowledge and expertise.

Steven has worked at two of the world's top financial institutions and understands and interprets complex concepts and then turn these into practical useful applications. Whilst at Thomson Reuters, he was instrumental in developing a strategic model for analyzing client sites so as to provide proactive, integrated project management and training solutions to clients.

At Goldman Sachs, Steven rose up through the ranks by consistently designing and delivering innovative and profitable products. The Volatility Screening Tool and GS Plot were two such products that were recognized and deployed globally.

Steven next joined Zenti and evolved the Zenti technology from a sophisticated and complex algorithm into a highly commercial and practical tool. Furthermore, by developing its capability to identify human intent he has opened up an entirely new and fundamentally more significant use, both commercially and for social good. Specifically the tool has been used by advertisers to target consumers as well as by clinical psychologists and psychiatrists to identify people engaged in self harm.

This tool is potentially the most effective research and analysis tool ever devised to engage with big data, especially unstructured qualitative data in vast quantities.

Articles by Steven Cracknell:

[Identifying Behavioral Change in Language: the Enron Emails](#)

[Identifying Suicidal Behavior Among US Military Veterans and Soldiers](#)

[Towards Classification of Factors to Improve Social Media Suicide Identification and Prevention Cyberbullying in the US](#)

Identifying Suicidal Behavior Among the General Population