

Damon Ragusa

Damon Ragusa is the founder and CEO of ThinkVine, a firm specializing in the integration of marketing science, information technology and data-driven initiatives to support strategic marketing, database marketing, and customer relationship management. Damon helps industry leaders improve their ability to measure and understand their customer's behavior. As an experienced applications developer, Mr. Ragusa has focused the past 12 years developing data and statistical analysis software as well as creating a variety of custom decision support tools for his clients. He has focused ThinkVine's research and development efforts on integrating complex, empirically-based analytic methods, such as neural networks, genetic algorithms, and agent-based models into tools for corporations. He is a 19-year consultant and a frequent lecturer to corporations and industry associations on a variety of marketing topics. Damon is a faculty mentor on the University of Georgia's Principles of Marketing Research Program. He holds a degree in Business Administration with emphasis on quantitative studies and a minor degree in Psychology from Bowling Green State University.