

Brief Biography

Bradley J. Betts, Director, is a member of the Global Equity Research team within BlackRock's Scientific Active Equity group. He focuses on alpha delivery using big data techniques.

Dr. Betts' service with the firm dates back to 2008, including his years with Barclays Global Investors (BGI) which merged with BlackRock in 2009. Prior to joining BlackRock, Dr. Betts was a Scientist at Quantcast Corporation where he developed statistical models for behavioral targeting of online advertising using very large data sets. Prior to that, he was a Principal Computer Scientist at NASA's Ames Research Center, a Lecturer and Research Scientist in the School of Medicine at Stanford University, and a Member of the Technical Staff at the MITRE Corporation.

Dr. Betts is a member of the Association for Computing Machinery (ACM), the Institute of Electrical and Electronics Engineers (IEEE), and the American Mathematical Society (AMS). He earned a BSc degree in computer engineering from the University of Waterloo in 1993, and an MS degree and PhD degree in electrical engineering, both from Stanford University in 1995 and 1999, respectively.