



**Greg Halvorsen** is a business development and sales consultant for alternative data providers. He has worked with a broad spectrum of data sets including transaction, web scraped, energy, sentiment, geo-location, ESG and social media. His 26 years of experience as a capital markets professional has helped him to specialize in the application and use of alternative data in investment strategies. Greg was an Advisory Board Member for Rutgers Big Data Certificate program and is now advising an innovative start up that converts data to answers via information APIs.