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Princeton Professor and MacArthur 'Genius Grant' Winner Betsy Levy Paluck Joins Starling's Advisory Team

Washington, DC – Starling, a globally recognized pioneer in Predictive Behavioral Analytics, announced today the appointment of Professor Betsy Levy Paluck to its prestigious academic and scientific advisory board. She joins fellow Starling advisors: Nicholas Christakis (Yale), Karen Cook (Stanford), Amy Edmondson (Harvard Business School), Tom Malone (MIT), and former Xerox PARC Research Lab director, John Seely Brown ("JSB").

A professor in the Department of Psychology and the School of Public and International Affairs at Princeton University, Paluck is also Deputy Director of the Kahneman-Treisman Center for Behavioral Science & Policy. She is known for her studies in prejudice, social norms and conflict reduction. In 2017, Paluck won the MacArthur Fellowship Award – the so-called "Genius Grant" – for her work uncovering, how social networks and norms influence our interactions with one another, and how we may make use of such insights to design purposeful interventions that can change destructive behavior.



"Research has demonstrated that we are profoundly influenced by the many social networks within which we reside: among friends and family, work colleagues, amidst civic and voluntary organizations, churches and temples," Paluck instructs. "Those networks shape our beliefs and our behaviors — and those networks can be managed intentionally with a view to driving behavior change for the better," she observes encouragingly. "I am excited to work with Starling because their work to improve organizational culture aligns with the techniques and the theories I've been developing through network and behavioral science."

"I'm absolutely delighted that Betsy has elected to join our remarkable advisory team at Starling," said founder and CEO Stephen Scott. "Many leading executives, investors, regulators and policy-makers recognize that the social networks found *within* organizations play a crucial role in shaping employee beliefs and behaviors. As such, they help to determine risk and performance outcomes for firms and their stakeholders," Scott notes. "But very few have taken steps to actually *demonstrate* how those social dynamics can be shaped, purposefully and proactively, towards achieving desired outcomes. This is Betsy's genius, and we're thrilled to have her guiding us in our related work."

About Starling

A globally recognized RegTech pioneer, Starling is an applied behavioral sciences company that helps customers to create, preserve, and restore value. Combining machine learning and network science, Starling's Predictive Behavioral Analytics platform allows managers to anticipate, and to shape, the behavior of employees and teams so as to boost performance and reduce risk. Learn more at www.starlingtrust.com