



# Billy Beane

*Groundbreaking General Manager of the Oakland A's and innovative business strategist*

**What do you do if you're in a fight and your opponent is bigger and stronger than you, and it's clear there's no way you can beat him with your bare hands? If you're David, you fashion a sling to slay Goliath. If you're Billy Beane, and your Goliath is the New York Yankees, you play *Moneyball*.**

Billy Beane is the general manager of Major League Baseball's small-market Oakland A's. For the past three years, Beane has been taking on the big boys in baseball, winning more often than not, and making fools out of the owners who insist that baseball's economics are out of whack. Beane has figured out how to succeed with a limited (\$40 million) payroll, and his methods are driving a lot of old baseball hardheads crazy.

He's doing it with computers and statistics wielded by a bunch of college boys who never played baseball. He refuses to pay big stars what they're worth because he's figured out how to replace them for a fraction of the cost, and above all, he refuses to pay big money for marginal players. All by himself, he has changed the game. Beane's story is covered in the best-selling book *Moneyball*, and is an important and fascinating tale for managers and executives from any industry or profession.

A fascinating story of how to compete and win against bigger, wealthier, and stronger opponents

Combines hard-nosed business savvy with the inside scoop on life in the Major Leagues

A great choice for opening or closing a major business conference or client event



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## What does Billy talk about?

### **Moneyball: Lessons for Life and Business from Baseball's Best General Manager**

Combining a down-to-earth style, humorous anecdotes, and concrete lessons for business success, Billy Beane is a celebrity speaker with a difference—real content that will help members of your audience to become more effective managers and leaders. His presentations explore his own approach to management—an approach that is a stunningly successful example of identifying undervalued assets and using these to create and sustain a competitive advantage. In the process he has assembled a wealth of practical advice on how to compete with opponents who have more money than you. It is an inspiring tale of brains over brawn, and one that helps listeners from any profession to achieve greater success in both their personal and professional lives.

### **The Numbers Game: Understanding How Mathematics is Transforming America's Pastime—and What You Can Learn From It**

Billy Beane has taken one of the most traditional businesses in America—professional baseball—and redefined its most basic tenets. He has done this by leveraging the power of mathematics, using sophisticated statistical analysis in place of traditional "gut instinct". The results have been revolutionary for his industry. In this presentation Billy tells the story of how he came to understand the science behind the sports headlines, convinced his bosses to give him the freedom to try his new approach, and then applied this statistically-driven approach to make the Oakland A's one of the most successful teams in Major League Baseball. It is a talk that holds particular relevance for audiences from financial services, insurance, or any other numbers-driven industry or profession.