



Jaap Suermondt

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Jaap Suermondt is the director of the Business Optimization Lab at HP Labs, which aims to develop the next generation of analytical technologies and solutions that will bring highly personalized experiences to individuals and unprecedented operational efficiencies to businesses.

Suermondt's team brings together deep expertise in data mining and the decision sciences, operations research, algorithms, statistics, marketing science and economics.

Suermondt, who first joined HP in 1992, has worked on research projects in information management and on various projects targeted toward HP Services. Past research includes work in data mining (particularly text mining, automated categorization and quantification), uncertainty management, decision support systems (for example, diagnostics for printers), electronic health records and clinical information systems.

Suermondt has a bachelor of science in mathematical and computational science from Stanford University and a master of science and Ph.D. in medical information sciences from Stanford University School of Medicine. He has been granted 18 patents.

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