

CSCRL FALL FORUM

RISK AS A COMPETITIVE ADVANTAGE: WINNING IN AN UNCERTAIN WORLD
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SPEAKER BIO

MARK CHRYSTAL, PH.D.

CEO AND CO-FOUNDER, PROFITMIND



Mark Chrystal is an enterprise AI pioneer and executive leader who bridges technical AI innovation with large-scale business transformation. As CEO and Co-Founder of Profitmind (co-founded alongside Andrew Ng), Mark built the retail industry's first enterprise agentic AI platform, earning top industry accolades including the Retail Innovation Award and selection by the National Retail Federation as a top innovative technology.

Mark brings over 25 years of C-suite operating experience across Fortune 500 organizations, having served as CAO & CTO at rue21, Chief Supply Chain Officer at David's Bridal, and Vice President at American Eagle Outfitters, Disney Store, and Victoria's Secret. His cross-functional leadership spans IT, supply chain, merchandising, e-commerce, and loyalty programs—consistently driving multimillion-dollar growth and margin expansion through advanced analytics and technology. Beyond his executive roles, he serves as a Board Director for Beall's Inc., providing AI governance and technology strategy oversight for the \$2B enterprise, and advises executives at major companies including Walmart, Home Depot, Lowe's, and Accenture.

Uniquely combining deep domain expertise with formal technical rigor, Mark holds a Doctorate in AI Transformation from the University of Liverpool, a Master of Science in Machine Learning & AI (Distinction) from Liverpool John Moores University, an MBA from the University of London, and executive education from MIT. He is also a patent holder in AI-driven customer feedback classification, positioning him at the forefront of translating cutting-edge AI developments into scalable enterprise solutions.



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