



# 2021 Virtual Law & Industry Conference

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**Peter W. Maynard, PhD**  
SVP, Equifax Global Data and Analytics

Peter is Equifax's Data and Analytics lead for Global Identity and Fraud as well as Strategic Client and Partner Engagement. Recently, with the emergence of COVID-19, he partnered with government and housing industry clients to guide reporting, analyses and actions to assess and mitigate COVID consumer and economic impact. As the D&A identity and fraud leader, his team is applying innovative machine learning tools to Equifax's unique data assets to generate identity, fraud and compliance solutions. Peter is actively building global strategic partnerships with Equifax's clients and partners to cultivate industry defining innovative data, analytics and technology solutions. His prior leadership roles at Equifax included analytical product development, building Equifax's data science innovation lab and overseeing Equifax's data and model governance functions. Prior to joining Equifax, Peter led data and analytics teams across Card, Banking, as well as Consumer and Small business lending at Capital One.