



2022 Virtual Law & Industry Conference

JUNE 7-8



Matt Ehrlich

Senior Director, Innovation and Special Projects,
Experian

Matt Ehrlich is a Senior Director, Innovation and Special Projects, with Experian's Decision Analytics business. In this role, Matt acts as an innovation 'Sherpa', helping guide teams in their pursuit of success with new product concepts, process improvements, and business ideas. He and his team incubate early-stage concepts through business viability and launch, establishing an initial foothold for products from which Experian's product management teams can expand and scale.

In 2019, Matt worked closely with Innosight, an innovation consulting firm founded by Clayton Christenson, to implement Experian's global innovation way of working, called Pathways, and training over 300 practitioners and leaders. Prior to his current role, Matt worked for over 10 years in Experian's ID & Fraud business, eventually leading the product management team. This included working closely with clients and partners to support their anti-fraud efforts through Experian's fraud risk and identity verification solutions; driving product roadmaps with fraud prevention best practices; and incorporating emerging technologies. An avid runner, he appreciates the challenge presented in "keeping pace" with rapid market dynamics and disruptive innovation.