

# Webinar & Software Demo

**Date:** February 1, 2011 (Tuesday)  
**Time:** 15:00 -16:30 Hours CET  
**Presenter:** Ali Samad-Khan, President, Stamford Risk Analytics  
**Topic:** Introducing the First Risk-Based Decision Tool for Operational Risk Management

**Overview:** This webinar is designed to introduce risk professionals to Modern Operational Risk Management (ORM) – a new approach for measuring and managing operational risk.

Modern ORM is a structured and transparent process for factoring risk into the business decision-making process at both a tactical and strategic level. What makes Modern ORM practical is an innovative new method for assessing/measuring risk, which is referred to as the Annualized Loss Exceedence Curve (ALEC) method.

The ALEC method is the only risk modeling approach that can transform hard data, soft data and expert opinion into risk metrics in an objective, transparent, and theoretically valid manner. Therefore, Modern ORM provides managers, senior managers and C-level executives the tools and information they need to optimize risk-reward, risk-control and risk-transfer in the context of cost-benefit analysis. Consequently, Modern ORM has the potential to transform risk management from a compliance exercise into a process that truly supports informed risk-based decision making. Implementing Modern ORM is fast becoming a strategic imperative for every major corporation and its stakeholders.

Comment from a globally recognized risk expert who attended a previous event:

*"After participating yesterday in a one-day workshop put on by Stamford Risk Analytics and Towers Perrin in Washington D.C., I believe the approach to risk management introduced in the Stamford Risk/Towers Perrin workshop has the potential to literally change the way the world thinks about risk management."*

*– Tim Leech, Managing Director, Leech & Co. GRC*

## PRESENTER



**Ali Samad-Khan, President, Stamford Risk Analytics**

With more than 13 years experience in risk management, Ali Samad-Khan has been an authoritative speaker at numerous risk management conferences around the world. He has also served as an advisor to over 100 of the world's largest corporations, multi-lateral institutions and national and international regulators. His provocative articles and white papers have served as a catalyst for change in the way many organizations manage risk. For his pioneering work in this field he was named "one of the 100 most influential people in finance" by Treasury and Risk Management magazine.

