



**Cronan McNamara**  
**Founder & CEO of Creme Global and Founder & Director of Predict Conference, Dublin, Ireland**

Cronan McNamara's passion is in applying data and predictive models to solve problems in order to help whole industries make better decisions. His vision is a world where everyone makes better decisions, based on real data and expert models. Cronan has more than 16 years of experience working in the areas of probabilistic exposure assessment for food safety and predictive intake modelling.

Cronan graduated with a BSc in Physics from University College Dublin and a MSc in High-Performance Computing from Trinity College Dublin. Cronan worked in the financial sector developing software for risk analysis modelling. Cronan then moved to Trinity College Dublin where he adapted these methods to the food safety sector, developing probabilistic exposure assessment models during the EU FP5 Monte Carlo project. In 2005, Cronan founded Creme Global to further develop these exposure and risk assessment models, and to deliver predictive intake modelling services to organizations internationally.

In 2015, Cronan founded the Predict Conference in Dublin, became Chair of the Irish Software Association and joined the Government's Open Data Governance Board.