

PRESS KIT — 2026

# The Platform That Owns Decision Intelligence.

Wizer is the decision intelligence platform bringing decision science into the room — showing how decisions are shaped and what's missing.

wizer.business · kylee@wizer.business · linkedin.com/company/wizerdecisions

**7,000+**

Decision Profiles Completed

**20+**

Media Appearances

**30%**

Reduction in Decision Errors\*

**2x**

Cannes Nominations

\*Dr. Juliet Bourke, Which Two Heads Are Better Than One?

## THE PLATFORM

# What Wizer Does

Wizer is a decision intelligence platform that helps organisations see how decisions are being shaped — by thinking styles, experience, and blind spots.

Using Decision Profiles, Panel Strength analysis, and a live Recommendation Engine, Wizer shows who is in the room, who is missing, and how decision groups can be strengthened. It also adapts communication to decision style, so messages land with clarity rather than friction.

*"Decision quality is a design problem. We have spent thousands of hours researching how leaders think, where teams go wrong, and what it takes to build better rooms."*

— Kylee Ingram, CEO & Co-Founder, Wizer Technologies

## THE PROBLEM WIZER SOLVES

### Bias in the Room

Decisions are shaped by whoever is present — and those groups tend to replicate themselves over time. Social bias, information bias, and capacity bias quietly narrow the cognitive range of every decision, even in high-performing teams.

### Cognitive Homogeneity

The research is unambiguous: when groups think alike, errors compound rather than cancel. Scott Page proved mathematically that diverse cognitive approaches reduce collective error — and Dr. Juliet Bourke's field research showed a 30% reduction in decision error rates when cognitive diversity is structured well.

### No Infrastructure for Decision Design

Organisations invest heavily in strategy and data, yet have no system for who should be in the room for a given decision. Wizer builds that infrastructure.

## PRODUCTS AT A GLANCE

PRODUCT	FOR	ENTRY POINT
Decision Profiles	Individuals	Free
Wize Snaps	Client managers, marketers	\$24/month
Decision Profile Mapping	Teams & orgs	From \$15 pp
Board Mapping	Boards, Chairs, CEOs	From \$2,000
Wizer Platform	Enterprise 200+ people	From \$50K/year

## THE FOUNDER

# Kylee Ingram

### CEO & Co-Founder, Wizer Technologies

Kylee Ingram is the CEO and Co-Founder of Wizer Technologies, a decision intelligence platform built on three decades of independent research into cognitive diversity and group decision-making.

Before Wizer, Kylee spent fifteen years in media and technology — producing content seen in over 100 countries, building interactive experiences recognised at Cannes and SXSW, and creating one of Australia's highest-rated factual television series. That career taught her that the most important variable in any outcome was not the quality of the idea — it was the quality of the decision room.

Wizer is built on that insight, operationalising the research of Scott E. Page (Princeton) and Dr. Juliet Bourke into a live platform that maps cognitive diversity, scores decision panels, and recommends who should be in the room before a decision locks in.

## SPEAKING TOPICS

- Decision Intelligence for Leaders — why smart teams still make bad decisions, and how to design the room
- Structural Bias and Who Gets in the Room — the three biases that narrow every executive team over time
- Cognitive Diversity as Competitive Advantage — the mathematical and empirical case, made practical
- Designing for the Human Side of AI — how technology can serve human decision-making rather than replace it
- Building a Category from Scratch — defining decision intelligence as a market from Australia

## CREDENTIALS

<b>Cannes Content 360</b>	2x Nominations — MIPTV Interactive Awards
<b>SXSW</b>	2x Selected — Interactive & Gaming categories
<b>AICD</b>	Graduate, Australian Institute of Company Directors
<b>Sports Technology Awards</b>	Nominated (UK)
<b>SCU / AusIndustry</b>	Entrepreneur-in-Residence; 3x Research Funding Increase
<b>Login Conference VC</b>	Top 8 Digital Startups, San Francisco
<b>Education</b>	Master of Sustainable Development, Macquarie University
<b>Board &amp; Advisory</b>	NORPA, AFTRS Open, Founders and Angels Northern Rivers (Chair)

## THE SCIENCE

# Thirty Years of Independent Research, Converging on One Conclusion

Wizer is not built on a hypothesis. It is built on a convergence of independent scholarship across mathematics, complex systems theory, and organisational behaviour — all arriving at the same conclusion.

### Scott E. Page — Princeton University Press, 2007 & 2017

Page proved mathematically that cognitively diverse groups outperform groups of like-minded experts on complex tasks. His Diversity Prediction Theorem established that collective error is always lower in diverse groups — because different errors cancel rather than compound. He later incorporated Dr. Bourke's framework directly into his analysis of real-world business failures.

### Dr. Juliet Bourke — Which Two Heads Are Better Than One?

Bourke identified six dimensions of cognitive approach — outcomes, options, people, process, evidence, and risk — and found that leadership groups consistently overweight the first two. Her field research established that when all six dimensions are represented and weighted with reasonable equality, decision error rates fall by approximately 30% and innovation improves by 15–25%.

### James Surowiecki — The Wisdom of Crowds

Diverse, independent groups consistently outperform even the smartest individuals on complex prediction and decision tasks. The condition is independence — which requires deliberate design, not accident.

## MEDIA & APPEARANCES

<b>The Tech Leader's Playbook</b>	Avetis Antaplyan	Decision Intelligence Leadership
<b>EmpowerTech</b>	Iyari Cevallos	Cognitive Diversity & Bias in Leadership
<b>S.M.A.R.T. Performance Podcast</b>	Walter Dusseldorp	Decision Design as Leadership Practice
<b>Storylines Live</b>	Podmatch	The Decision Science Framework Every Leader Needs
<b>Marketing Moms</b>	Kelly Callahan-Poe	Why the Way You Communicate Is Costing You
<b>My Weekly Marketing</b>	Janice Hostager	Why the Right Offer Still Falls Flat
<b>The Nonprofit Show</b>	American Nonprofit Academy	The Science of Yes
<b>Code Calm / Healthy Mind</b>	Dr. Melanie Gray	Unlocking Better Decisions
<b>Shape Your Message</b>	Melanie Marshall	Wize Snaps & Decision-Style Communication
<b>Adaptive Excellence</b>	Melanie Marshall	Book Feature — Chapter 5: Decisions

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**KAJ Masterclass**

Khudania Ajay

Why Intelligent Teams Make Poor Choices

**Breakthrough Innovation**

JL Heather

Decision Bias

Full media archive: [wizer.business/media](https://wizer.business/media)

## GET IN TOUCH

# Press, Bookings & Partnerships

Kylee Ingram kylee@wizer.business linkedin.com/in/kyleeingram  For podcast bookings, speaking inquiries, press, and partnerships.	→ High-resolution headshots → Wizer logo suite (all formats) → Short bio (50 words) → Long bio (200 words) → Speaker one-pager → Episode talking points  Request via kylee@wizer.business	wizer.business wizer.business/media wizer.business/kyleeingram  LinkedIn: wizerdecisions Instagram: wizer.life YouTube: wizer technologies TikTok: wizer technologies
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## APPROVED BOILERPLATE

### One-liner (hero / titles):

Wizer is a decision intelligence platform that brings decision science into the room — showing how decisions are shaped and what's missing.

### Short paragraph (show notes / SEO):

Wizer is a decision intelligence platform that helps organisations see how decisions are being shaped — by thinking styles, experience, and blind spots. Using Decision Profiles, Panel Strength, and a live recommendation engine, Wizer shows who's in the room, who's missing, and how decision groups can be strengthened. It also adapts communication to decision style, so messages land with clarity rather than friction.

### Kylee Ingram — short bio (50 words):

Kylee Ingram is CEO and Co-Founder of Wizer Technologies, a decision intelligence platform built on research from Princeton and leading organisational scholars. Before Wizer, she spent fifteen years in global media, earning Cannes nominations and SXSW selections. She now helps organisations design better decision rooms.

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