

ABSTRACT

In 1995, just two weeks after defending my heavy-ion thesis in East Lansing, I found myself across the table from senior executives at one of New York City's largest insurance companies to consult about how they should use the new world wide web to transform its business. Four years after that very bumpy start to my career on "The Street", I co-founded Investor Analytics, a risk management specialist firm that I still run today. Join me on a tour of how physics and physicists have played the role of both darling and devil of Wall Street, and why both Wall Street and Main Street desperately need physicists and those who think like us working on financial markets.

Possibly helpful pre-reading: <http://degreeofsatisfaction.blogspot.com/2014/08/damian-handzy-physicist-and-co-founder.html>