

The Crossover: Using Meteorological Principles to Predict Basketball Outcomes



Ken Pomeroy

*University of Wyoming
College of Engineering and Applied Science
2021 H.T. Person Distinguished Speaker*

Ken Pomeroy has worked in basketball for 15 years, providing analytics for college basketball teams through his website (KenPom.com) and consulting for NBA teams since 2003. His work has been used by coaches, media, and fans, and his ratings are used by the NCAA's basketball committee to help select teams for its postseason tournament. His path to the sport began as a graduate student in Atmospheric Science at UW and as a meteorologist for 12 years, where he learned the science of making predictions. Many principles of weather prediction have direct application to predicting basketball outcomes, both for players and teams. Join us as Ken will discuss how the lessons learned from predicting the weather have helped him succeed in the sport.



MORE ABOUT KEN

Ken Pomeroy is the creator of the college basketball website and statistical data archive KenPom.com. His work on tempo-based basketball statistics is compared by many to the work of Bill James in baseball. Pomeroy has written articles in *The New York Times*, *ESPN.com*, and *Sports Illustrated*. He was a co-author of *The 2008-09 College Basketball Prospectus* and has been an author of this Prospectus for the past four years. The accuracy of Pomeroy's rankings in predicting game outcomes has been noted by popular newspapers and blogs such as *FiveThirtyEight*, *Mediate*, and *The Wall Street Journal*.

Pomeroy's website has helped explain basketball on a possession by possession level. He previously worked with the Houston Rockets, teaming up with noted advanced statistics user, general manager Daryl Morey. Pomeroy also maintains data on non-numeric factors such as offensive and defensive style of play. One such measure that Pomeroy uses is called log5, a proprietary blend of data for projecting the likelihood of teams advancing in conference and national tournaments. Pomeroy's research is used by numerous college basketball teams in an attempt to gain a competitive advantage.

Pomeroy earned his undergraduate degree at Virginia Tech, and received a graduate degree in atmospheric science from Wyoming. After working as a meteorologist for the National Weather Service, he quit that job to focus full-time on his website. On occasion, Ken Pomeroy has also served as an instructor of meteorology at the University of Utah.



WHEN & WHERE

**Friday | October 22
3:00 P.M.**

In-Person Option | EERB 255

Virtual Option | Zoom

Meeting ID: 917 5875 5735

Passcode: 855491



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