DataDriven Business

12th Annual

Text Analytics Summit West

Two day thought leadership conference, December 3-4, San Francisco, CA

Extract critical insight from unstructured data and magnify the business impact of text analytics

> **Make the business case for text analytics:** Understand how to measure success and communicate the benefits of text analytics to executives.

> **Achieve a 360° view of your customers:** Extract deep customer insights and take action at an individual level.

> **Use unstructured big data to make big decisions:** Integrate unstructured and structured data for deeper, more accurate insights.

> **Listen to your customers in real time:** Read emotions and understand their needs no matter what language they speak.

> **Analyze social data:** Watch your reputation, engage with your customers better and create products/campaigns people love.

> **Choose the right technology:** Evaluate the vendor landscape to understand which solutions are the best fit for your needs.

The Text Analytics conference is a great place to see where science meets usefulness.

John Vaughan IBM

Gold Sponsor:

DELL Software   **SERENDIO**

Silver Sponsors:

QUESTER   **INTEXT** Anderson Analytics

OPEN NOW for full agenda and speaker details

25+ Expert Speakers including:

Allen Thompson
SVP Corp & Comm Analytics & Reporting
Bank of America
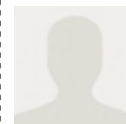
Bank of America

Anmol Bhasin
Director of Engineering
LinkedIn

Linked in

Gary Class
Senior Vice President
Wells Fargo

WELLS FARGO

Mark Eduljee
Consumer Support Services Insights
Microsoft

Microsoft

Han-Sheong Lai
Director of Consulting, Operational Excellence & Customer Advocacy
PayPal

PayPal

Rahul Saluja
Manager, Web Analytics
Home Depot

THE HOME DEPOT

Tao Wu
Lead Data Scientist -Data & Analytics
HERE (Nokia)

NOKIA

Professor Stephen Guy Pulman
Deputy Head, Department of Computer Science
Oxford University

UNIVERSITY OF OXFORD

A message from our Keynote Speaker

We are in the midst of an information revolution. With incredible advances in data storage, technology and software applications, analytics is becoming the true differentiator between market leaders and everyone else. Text analytics is no longer a niche technology or science but an integral part of our overall data strategy. It's becoming a key element to get deeper customer insights and unlock big data potential.

Our goal has always been to offer the right product or service to our customers or prospects in the right place, for the right price and at the right time. With all the choices, channels, risks and competitors it is becoming increasingly difficult to attract, retain and deepen relationships. Many organizations are becoming adept at gathering experiential and non-traditional customer data but it's time to use this data in conjunction with advanced analytic techniques to achieve a competitive advantage.

The Text Analytics Summit is a great opportunity to gain understanding from industry leaders and put them into practice in your own organization, no matter what industry you working in - retail, banking, travel, insurance, healthcare, marketing...the list goes on. Attend to arm yourself with the right tools and frameworks to make better business decisions.

I am thrilled to be a small part of this conference and looking forward to meeting everyone in San Francisco in December. This is a unique forum that will allow participants to action what they learn at the conference within their own organizations to become analytic leaders.

Allen Thompson
SVP Corp & Comm
Analytics & Reporting
Bank of America

TEXT ANALYTICS DRIVES DEEPER CUSTOMER INSIGHTS
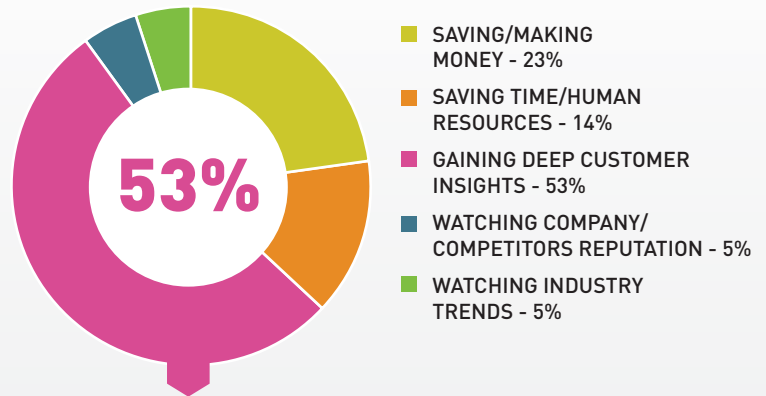
Our recent survey of over 300 analytics professionals demonstrated a clear focus on deepening customer understanding through text analytics:

WHAT TYPE OF DATA DOES YOUR ORGANIZATION USE TO GET CUSTOMER INSIGHTS?

68%

- STRUCTURED DATA - 26%
- UNSTRUCTURED DATA - 6%
- MIX OF STRUCTURED AND UNSTRUCTURED DATA - 68%
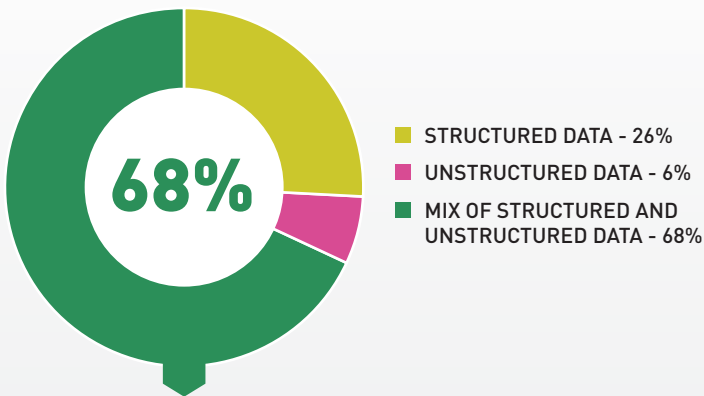
68% OF ANALYTIC PROFESSIONALS USE A MIX OF UNSTRUCTURED AND STRUCTURED DATA TO GET CUSTOMER INSIGHTS

HOW IS YOUR ORGANIZATION MEASURING ROI OF TEXT ANALYTICS?

53%

- SAVING/MAKING MONEY - 23%
- SAVING TIME/HUMAN RESOURCES - 14%
- GAINING DEEP CUSTOMER INSIGHTS - 53%
- WATCHING COMPANY/ COMPETITORS REPUTATION - 5%
- WATCHING INDUSTRY TRENDS - 5%

53% OF ANALYTIC PROFESSIONALS MEASURE ROI OF TEXT ANALYTICS BY GAINING DEEPER CUSTOMER INSIGHTS

"This conference was filled with people and speakers who had great ideas, and had "been there, done that". I have brought back many great ideas to get my company on the track to doing better analytics."
— Israel Redden, Pitsco Inc. & LEGO Education North America

"This was perhaps the most informative conference I've been to in years. The speakers were knowledgeable, enthusiastic and interesting and the networking opportunities truly valuable. All in all, a wise investment."
— Kathleen Alber, Service National Corporation

"This was the first Text Analytics conference we attended and we walked away with rich and impactful information delivered by key leaders in the industry. The networking opportunities were outstanding and we look forward to attending your upcoming conference on Text Analytics in December of this year!"
- Kurt Shedenhelm, Quester

"Many things make the summit a must, but one thing that I found especially attractive was that everyone (including speakers) felt that they did not have all the answers and were genuinely interested in learning from the experiences and perspectives of others."
- David Hill, Mesabi Group

For more information on the event visit the conference homepage at:
http://textanalyticsnews.com/west/

Check out our unrivalled line-up of text analytics experts:

Allen Thompson
SVP Corp & Comm Analytics & Reporting
Bank of America

Anmol Bhasin
Director of Engineering
LinkedIn

Inderpal Bhandari (TBC)
Chief Data Officer and VP Knowledge Solutions
Express Scripts

Michael Tsiappoutas, Ph.D
Research Statistician-Predictive Analytics Group
State Farm Mutual Automobile Insurance Company

Han-Sheong Lai
Director of Consulting, Operational Excellence & Customer Advocacy
PayPal

Gary Class
Senior Vice President
Wells Fargo

Rahul Saluja
Manager, Web Analytics
Home Depot

Tao Wu
Lead Data Scientist -Data & Analytics
HERE (Nokia)

Mark Pitts
Senior Vice President, Analytics, **SourceHOV**
Former Director, Data Science
UnitedHealth Group

Mark Eduljee
Consumer Support Services Insights
Microsoft

Mohsen Hosseini
Program Manager
Cisco

Janine Johnson
Director of Analytics
ISO

Michael Kaushansky
EVP, Chief Analytics Officer
Havas Media

Michael Skinner
Manager: Patent Analytical Tool Evaluation & Reverse Engineering
Intel

Judy Pastor
Principal, Operations Research & Decision Sciences
American Airlines

Nick Pendar
Data Scientist
Groupon

Gabor Szabo
Senior Data Scientist
Twitter

Meta Brown
Text Analytics Speaker
Consultant

Sudha Jamthe
Social Media Strategist &Global Analyst
eBay

Mingzhu Lu
Senior Data Scientist
GE Capital

Matt Perdue
Vice President of Finance , Palo Alto Medical Foundation
Sutter Health

Sue Feldman
CEO
Synthexis LLC

Caio Penixoto
Supervisory Consumer Financial Services Analyst
Board of Governors of the Federal Reserve System

Miguel Ares
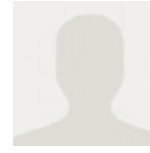Market Research - Customer Insights Professional
Bloomberg

Andrea Joss
Director of Research
Quester®

Jereme Thomas
IT Director
Quester®

Dr. Cheemin Bo-Linn
President
Peritus Partners

Ravi Condamoor
CEO & Founder
Serendio

Professor Stephen Guy Pulman
Deputy Head, Department of Computer Science
Oxford University

Angela Hausman
Associate Professor of Marketing
Howard University
and CEO
Hausman & Associates, LLC

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DataDriven Business

Agenda Day One

Conference Chair's Welcome Keynote

KEY NOTE

Future Tense: Computing Trends for Data-Driven Businesses to Watch

This keynote explores major trends in information management, access and analysis that will change the computing landscape. From cognitive computing to big data, machine learning, conversational systems, visualization, usability and contextually aware systems, text analytics is a key component in tomorrow's information platforms. Data from the Synthexis-Data Driven Business survey will serve as a benchmark for the industry today and indicate its future direction.

Sue Feldman, CEO, **Synthexis LLC**

Compositional Sentiment Analysis — Drive More Granular and Accurate Results

KEY NOTE

- Learn important techniques that yield fine-grained sentiment profiles which are demonstrably more accurate than common classifier approaches.
- Benefit from a non-technical overview of major research developments that can be applied to real-world sentiment analysis.
- Hear a variety of use cases including a prediction of financial market indicators, bookmakers' odds on horse racing, and "man/woman of the match" decisions.

Professor Stephen Pulman, Department of Computer Science, **Oxford University**

SESSION 1: MAKING THE BUSINESS CASE FOR TEXT ANALYTICS

Selling the Benefits of Text Analytics to the C-suite

Text analytics is not only science, but business. If you haven't been able to sell your management on investing in text analytics, perhaps it's just that you're not presenting the case in the right way.

- What decision makers look for in a business case.
- The types of benefits that make text analytics most appealing to management.
- How to get the text analytics you want by giving executives what they want.

Meta Brown, Text Analytics Speaker, **Consultant**

Using Text Mining to Drive ROI

KEY NOTE

When we are analyzing customer experiential data we can see "what" is going on but many times we don't understand the "why". By combining experiential data (transactions) with survey information and social media data we can get a much clearer understanding of the relationship dynamics.

- Learn why it is so important to combine all this information.

- Understand why there is no magic bullet – usually it is a series of small things.
- Identify what other information can we involve in the mix.
- Find out how we can use this information to drive revenue.
- Measure the value of your text analytics strategies. Is ROI only about money?

Allan Thompson, SVP Corp & Comm Analytics & Reporting, **Bank of America**

SESSION 2: HOW TO CHOOSE THE RIGHT SOLUTIONS AND TECHNOLOGIES

Overcoming Text Analytics Barriers - Selecting the Right Tool for the Job

CASE STUDY

While there is great value locked deep in companies' textual assets, mining this information can be both time consuming and expensive. These costs often serve as a barrier to entry, preventing companies from capitalizing on the business value inherent in text.

- Identify available tools which can help you begin to transform your unstructured data into actionable intelligence.
- Explore multiple technologies, including MapReduce, which can be used to tackle many typical text mining problems.
- Discover the possibilities buried in your text and boost your business case.

Janine Johnson, Director of Analytics, **ISO**

Text Analytics for Corporations: Evaluating Needs and Vendors

This presentation attempts to address some practical considerations that may help corporations harness the power of text analytics.

- Decide between vendor-provided services versus internally developed expertise.
- Identify vendor solutions for particular business needs, evaluate/compare solutions, and validate process.
- Evaluate and stress test for development/deployment environments while forging vendor-client relationship.

Michael Tsiappoutas, Ph.D, Research Statistician - Predictive Analytics Group, **State Farm Mutual Automobile Insurance Company**

How to Ensure the Solution you are Bringing to your Company Makes Sense Both for Business Managers and Analysts

PANEL

- Hear real stories of how companies have evaluated vendors and have chosen the right solution.
- Win the battle - prove to your executive team that text analytics is needed.

Judy Pastor, Principal, Operations Research & Decision Sciences, **American Airlines**
Meta Brown, Text Analytics Speaker, **Consultant**
More panelists TBC

SESSION 3: REAL-WORLD APPLICATIONS OF TEXT ANALYTICS

Understanding Global Businesses Through Text

CASE STUDY

Groupon needs to understand local businesses in each of the 48 countries it has presence at. This understanding starts well in advance of the first contact with any business, and continues until well after a deal's life cycle is complete. Groupon needs to know what businesses exist, where they are, what they offer and how good customer experience is. This presentation focuses on:

- How Groupon leverages text analytics to solve these problems.
- What challenges exist at each step.

Nick Pendar, Data Scientist, **Groupon**

The advantages one integrated data source has on your customer engagement strategy

- Learn to share data across all divisions in the organization where engagement is relevant: Customer Service, marketing, sales and social
- Use a single data source to create more efficient, customized outreach which will lead to an increase in customer satisfaction

Miguel Ares, Customer and Market Intelligence, **Bloomberg**

Social Impact of Text Analytics

In this section we will explore how text analytics:

- Facilitates creation of standardized electronic health records.
- Helps prevent epidemics.
- Plays role in detecting fraud.
- Watches global trends.

Speaker to be revealed

Drive Business Gain through Social Media Analytics

- Learn how to use social data in combination with predictive analytics to understand and engage with your customer on individual level.
- How do you use social data to assess brand perception?
- Understand how social data helps you to make changes in product development / marketing strategy.
- Find out how to apply insights from social media to your overall analytics strategy.

Mark Eduljee, Consumer Support Services Insights, **Microsoft**
Angela Hausman, Associate Professor of Marketing, **Howard University** and CEO, **Hausman & Associates, LLC**

DataDriven Business

SESSION 4: BIG DATA, BIG OPPORTUNITIES, BIG ROI

The Power of Coalescing Mixed Data Types to Form a 360 Degree View of your Customer   `CASE STUDY`

Achieving a 360 degree view of your customer is an important yet elusive goal. This session explores how new data processing technologies have enabled Wells Fargo to create a common topography of Customer-to-Firm interactions by coalescing the following data types:

- Structured (administrative).
- Semi-structured (machine-machine communication).
- Unstructured (voice & video).

Gary Class, Senior Vice President, **Wells Fargo**

Data Driven Location Services   `CASE STUDY`

The rise of smartphones has meant that companies can now collect tons of data every time someone checks into a place or conducts a search. But in many cases they have little idea what to do with all of this data and how to process it.

- Find out how HERE turns the promise of Big Data into proven business value.
- Understand that big data is not just about more data, but relevant data.
- Explore how HERE created a learning platform that takes all of the location data collected to churn out useful information that helps people navigate their lives.
- Hear about combining different data types to create more useful insights.

Tao Wu, Lead Data Scientist -Data & Analytics, **HERE (Nokia)**

Next Generation Analytics Architecture for Business Advantage

Traditional BI systems are not fully equipped to harness the variety, volume, and velocity of data coming from internal and external sources. It is imperative for enterprises to adopt an extensible analytical framework optimized for data ingestion, curation, and analysis of large and diverse data sets.

- Implement a deeper and more comprehensive decision-making process: have a framework that supports descriptive, predictive, and prescriptive analytics.
- Deploy a prototypical Big Data Science stack: a heterogeneous mix of NoSql, SQL, text analytics, machine learning, metadata, visualization modules and components.
- Address diverse problems like customer segmentation, targeted Ads, and fraud detection.

Ravi Condamoor, CEO & Founder, **Serendio**

SESSION 5: UNDERSTAND YOUR CUSTOMER BETTER

Integrating Everything!   `PANEL`

- Structured/Unstructured/Semistructured data.
- Internal/External data.

Michael Kaushansky, EVP, Chief Analytics Officer, **Havas Media**

More panelists TBC

Improve the Customer Experience by Pairing VoC with Text Analytics   `CASE STUDY`

- Identify key pain points throughout the customer experience lifecycle (pre/post sales).
- Develop actionable insights that help drive higher levels of customer satisfaction.
- Correlate customer sentiment with structured data.
- Conduct root cause analysis by combining sentiment and common terms/themes from multiple VOC sources.

Mohsen Hosseini, Program Manager, **Cisco**

Improving Customer Experience Using Text Analytics with Operational Excellence Principles

While the volume of customer feedback is small relative to millions of transactions at PayPal, certain actionable insights can be derived with a systematic analysis of customer feedback supported by contextual quantitative data. Find out how PayPal combines operational excellence principles (a.k.a Six Sigma) and text analytics to identify the biggest customer pain points to drive product and customer experience excellence.

Han-Sheong Lai, Director of Operational Excellence & Customer Advocacy, **PayPal**

Bridging the Gap in Customer Understanding

- Leverage text mining tools to analyze voice of customer in free form text format and identify relevant customer segments.
- Use text segments as an input dimension with customer transactions data in addition to demographic, firmographic, sociographic data to obtain 360 view of customers.
- Use text segments as an attribute in the predictive modeling exercise e.g. responder model for the optimization of spend.
- Know how customer insights gained through text analytics can be used to enhance brand awareness, create pricing strategies by customer type and offer personalized product and service.

Rahul Saluja, Manager - Web Analytics, **Home Depot**

Integrate Technology to Gain a More Holistic Customer View   `CASE STUDY`

In a Quester® co-presentation, learn how large volumes of consumer verbatims were analyzed to map consumer mindsets and quantify consumer insights, within days.

- Efficiency is key: Learn how a text analytics engine allows researchers to measure insights quickly and accurately.
- Benefit from technology integration and realize the ease of training modules in applying a new solution.
- Learn how linguistics and psychiatric interviewing techniques were used to optimize text analytics output.

Andrea Joss, Director of Research, **Quester**
Jereme Thomas, IT Director, **Quester**

SESSION 6: SOPHISTICATED ANALYTICS

Sentiment Analysis with Machine Learning & Polystructured Data

Sentiment analysis is often performed using rule-based parsing and classification of text data. This session will discuss how to:

- Train sentiment classification models using machine learning techniques on a combination of structured and unstructured data.
- Accelerate the creation of powerful sentiment classification models.
- Promote the discovery of previously unsuspected relationships between customer data and customer sentiment.

Mark Pitts, Senior Vice President, Analytics, **SourceHOV**
Former Director, Data Science, Solutions & Strategy, **UnitedHealth Group**

Beyond Semantic Analysis - Lights, Camera, a Man of Action

Computing the degree of semantic relatedness of words is a key functionality of many language applications such as search, clustering, and disambiguation. By analyzing the patents of Thomas Edison, this session explores how temporal semantic analysis can be used to capture greater amounts of relatedness information by studying patterns of word usage over time.

Michael Skinner, Manager: Patent Analytical Tool Evaluation & Reverse Engineering, **Intel**

The Future of Text Analytics   `PANEL`

- Explore the next wave of innovations in text analytics.
- Find out about exciting advances in analytics technology including:
  o Vizualization.
  o Voice-to-text.
  o Multilingual analytics.
  o Machine learning.
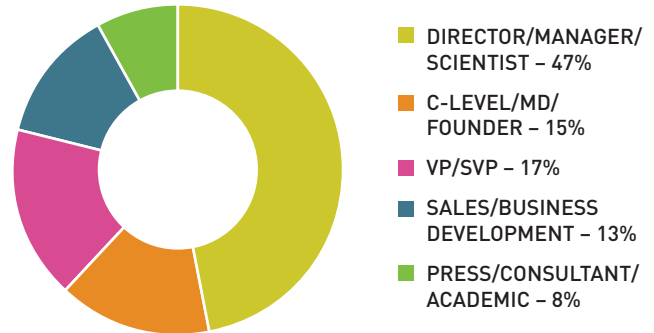 o Categorical data analysis.

Anmol Bhasin, Director of Engineering, **LinkedIn**
More panelists TBC

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DataDriven Business

Networking: WHO WILL YOU MEET AT THE SUMMIT?

HERE IS A SAMPLE OF THE LEADING BRANDS WHO ATTENDED IN 2012:

CLOROX · ORACLE · Google · CapitalOne · AMERICAN EXPRESS · Adobe · Twitter · macy's · Microsoft · IBM · zynga · P&G · NASA · THE DISNEY COMPANY

150-200 ATTENDEES ANNUALLY

- DIRECTOR/MANAGER/ SCIENTIST – 47%
- C-LEVEL/MD/ FOUNDER – 15%
- VP/SVP – 17%
- SALES/BUSINESS DEVELOPMENT – 13%
- PRESS/CONSULTANT/ ACADEMIC – 8%

60% END USER ORGANIZATIONS

40% VENDORS/ CONSULTANTS

DO YOU OFFER A TEXT ANALYTICS/BIG DATA SOLUTION?

If so, we have the ability to strengthen your business development efforts in 2013 and beyond. The Text Analytics Summit offers you an excellent menu of sponsorship and exhibition opportunities that can help your organization make a name for itself in the text analytics space.

We can tailor a sponsorship package to exceed your event goals while staying within your budget by allowing you to speak, have an exhibition booth, run a workshop, organize meetings with hundreds of potential new customers, all while building your brand in the process. Do not miss out on this unrivaled opportunity that is sure to generate new leads and boost company profits. Limited opportunities are available. Call Brian Smith today to discuss your involvement and secure your place at this year's Text Analytics Summit West:

Brian Smith
Vice President, Business Development
Tel: (201) 234 4764
bsmith@datadrivenbiz.com

INTERACTIVE SOLUTIONS WORKSHOPS

Participate in our workshops to understand the difference between various technologies and decide which one works best for your organization:

An Introduction to Text Mining with GATE
A hands-on exploration of a popular open-source text mining technology. We will demonstrate many of the core capabilities of the tool and touch on many of the pre-packaged tools. We will demonstrate how to create custom versions of two key tools. We will also illustrate how to assemble the various tools into an "application" to perform a series of tasks against a corpus. We will briefly discuss possible output options and will conclude the session with options for deploying a final solution. Following this session you will be comfortable enough to use this technology to begin solving your own business problems.

Janine Johnson
Director of Analytics
ISO

More workshops to be confirmed, check our website for updates...

For more information on the event visit the website at:
http://textanalyticsnews.com/west/

12th Annual
Text Analytics Summit West

Your Choice of Registration Package

Text Analytics End Users/Academics/Press	Super Early Bird (expires Sep 13, 2013)	Early Bird (expires Oct 18, 2013)	Last Chance (expires Nov 15, 2013)	Full Price
Platinum Pass • Access to conference room • Networking lunch and coffee breaks • Evening drinks reception access • Access to exhibition hall • Access to presentation slides post-conference • Access to audio recordings of every conference session • Access to Pre-Conference Workshops	$1,595	$1,795	$1,995	$2,095
Gold Pass MOST POPULAR • Access to conference room • Networking lunch and coffee breaks • Evening drinks reception access • Access to exhibition hall • Access to presentation slides post-conference • Access to audio recordings of every conference session	$1,495	$1,695	$1,895	$1,995
Silver Pass • Access to conference room • Networking lunch and coffee breaks • Evening drinks reception access • Access to exhibition hall • Access to presentation slides post-conference	$1,295	$1,495	$1,695	$1,795
Conference Materials • Access to presentation slides post-conference • Access to audio recordings of every conference session	$300			

Text Analytics Vendors/Consultants	Super Early Bird (expires Sep 13, 2013)	Early Bird (expires Oct 18, 2013)	Last Chance (expires Nov 15, 2013)	Full Price
Platinum Pass • Access to conference room • Networking lunch and coffee breaks • Evening drinks reception access • Access to exhibition hall • Access to presentation slides post-conference • Access to audio recordings of every conference session • Access to all Pre-Conference Workshops	$1,795	$1,995	$2,195	$2,295
Gold Pass MOST POPULAR • Access to conference room • Networking lunch and coffee breaks • Evening drinks reception access • Access to exhibition hall • Access to presentation slides post-conference • Access to audio recordings of every conference session	$1,695	$1,895	$2,095	$2,195
Silver Pass • Access to conference room • Networking lunch and coffee breaks • Evening drinks reception access • Access to exhibition hall • Access to presentation slides post-conference	$1,495	$1,695	$1,895	$1,995
Conference Materials • Access to presentation slides post-conference • Access to audio recordings of every conference session	$300			

Date & Venue
December 3-4, Hotel Kabuki, San Francisco, CA

Hotel Discounts
We have negotiated special room rates at the hotel. Reservation and price details will be sent to you when you register

Group Discounts
Come along with members of your team and take advantage of Data Driven Business' special group discounts. The more attendees you sign up, the more money your company saves! Contact us here at at 201 204 1694
for more details

3 EASY WAYS TO REGISTER TODAY

» Online:
https://secure.textanalyticsnews.com/west/register.php

» Email:
Alesia Siuchykava
alesia@datadrivenbiz.com

» Phone:
Alesia Siuchykava 201 204 1694

Cancellation Policy
Passes are transferable without any charge. Cancellations up to November 15th, 2013 do not incur any penalty.

If you cancel your registration after November 15th, 2013, you will incur a 25% administration fee.

Cancellations within 48 hours of the event will not be reimbursed.

Please note – you must notify Data Driven Business in writing of cancellation. All cancellation requests should be emailed to alesia@datadrivenbiz.com.

The organizers reserve the right to make changes to the program without notice.

12th Annual

Text Analytics Summit West

Two day thought leadership conference, December 3-4, San Francisco, CA

Are you looking to optimize the massive amount of unstructured data for a greater ROI? If so, this is a must attend event! Here's why…

Extensive research: Months of meticulous research with leading text analytics experts has ensured that this agenda will tell you exactly what you need to know in order to strengthen your data strategy.

Real Networking: Over 200 subject matter experts set to attend. Learn, engage, and build your business with over 10 networking hours built into the agenda.

High caliber speakers: Hear from over 30 nationally recognized experts in text analytics and how they've utilized it to increase ROI.

Profitable solutions: Products showcased at the exhibition could be exactly what you are looking for to increase profitability and get the best from your data.

Stimulating debate: The conference is structured to encourage active participation and Q&A. Exchange ideas with speakers and fellow delegates to get all of your questions answered.

Event history: 12 years in the text analytics space.

"Being first does count. I've religiously attended the text analytics summit since 2005 and enjoy seeing the industry evolve, staying in touch with old colleagues and meeting new ones."

Tom Anderson, Anderson Analytics.

25+ Expert Speakers including:

Mark Pitts
Senior Vice President, Analytics, **SourceHOV**
Former Director, Data Science, Solutions & Strategy
UnitedHealth Group

Mohsen Hosseini
Program Manager
Cisco

Janine Johnson
Director of Analytics
ISO

Michael Kaushansky
EVP, Chief Analytics Officer
Havas Media

Michael Skinner
Manager: Patent analytical Tool Evaluation & Reverse engineering
Intel

Judy Pastor
Principal, Operations Research & Decision Sciences
American Airlines

Nick Pendar
Data Scientist
Groupon

Media partners:

For more information on the conference, contact
Alesia Siuchykava at alesia@datadrivenbiz.com or 201 204 1694