

#DataEast14

BIG DATA INNOVATION

September 25 & 26, 2014 | Boston



DAY 1

-  Data Governance
-  Big Data Analytics
-  Hadoop, R, NoSQL & Open Source
-  Big Data & Marketing
-  Interactive Sessions

07:00

Registration & Light Breakfast

08:30

The Data Plan at the U.S. Department of Commerce

Mark Doms — Undersecretary at U.S. Dept of Commerce

09:00

Taking a More Refined Approach to Big Data - Why You Need a Data Refinery

David Corrigan — Director, Product Marketing at IBM

09:30

Data Science Empowering Personalization

Vadim Kutsyy — Head Scientist at eBay

10:00

Unlocking the Value of Big Data

Anthony J. Scriffignano — SVP, Data & Insight at D&B

10:45

Coffee Break - Sponsor Zone

11:15

Advanced Analytics for All

Arijit Sengupta — CEO at BeyondCore

11:45

Managing Emerging Efforts in Big Data

Karl Fleischmann — Head of Data Management at Shell

12:15

Big Data Futures

Big Data Guest Speaker — Guest Speaker at Guest Speaker

12:45

Computational Knowledge

Stephen Wolfram — CEO at WolframAlpha

13:15

Lunch

Data Governance

14:30

Big / Data Governance – Friend or Foe

John Eisenhauer — Chief of Data Gov. at Humana

15:00

Managing Emerging Efforts in Big Data

Steven Daniels — Senior Vice President at US Bank

15:30

Creating a Data Governance Program

Mike Bisek — Information Architecture at Best Buy

16:00

Coffee Break - Sponsor Zone

16:30

Kanri Distance Calculator: Bridging Big Data and Six Sigma

Don Gray — Head of Data Mgmt at Cigna

17:00

Creating Agile Data Governance: Fostering Access and Growth

Atul Arora — Director, Data Gov at Schneider Electric

17:30

Panel: The Downside of Data - Why Information Governance is Needed to Power Data-Driven Business

Barclay T. Blair — Founder at IGI

Big Data Analytics

14:30

Entertainment Science at Netflix

Nirmal Govind — Director, Streaming Science at Netflix

15:00

Creating Value in the Internet of Things Using Big Data Streaming Analytics

Dr. Dale Skeen — Co-Creator at Vitria

15:30

Public Policy and the Complexity of Analytics

David Stringfellow — Chief Economist, Data at State of Utah

16:00

Coffee Break - Sponsor Zone

16:30

Monetizing Big Data with Analytics

HP Autonomy Representative — Big Data Advocate at HP Autonomy

17:00

Integrating Appropriate Big Data Technologies to Boost Performance and Increase R.O.I.

Ravi Hubbly — Principal Architect at Lockheed Martin

17:30

Driving Sales with Analytics

Yin Nawaday — Director, Analytics at The Venetian

18:00

Enterprise Risk Management

Rajendra Gangavarapu — Head of Risk at Santander

Hadoop, R, NoSQL & Open Source

14:30

Tsar (the TimeSeries AggregatoR), - How to Count 50 Billion Daily Events in Real Time Using Open Source Technologies

Anirudh Todi — Senior Engineer at Twitter

15:00

GridGain In-Memory Data Fabric: Ultimate Speed and Scale for Transactions and Analytics

Nikita Ivanov — CTO at GridGain

15:30

Handling the NASA Big Data Tsunami with Surfboards from the Apache Software Foundation

Chris Mattman — Chief Architect at Jet Propulsion Lab

16:00

Coffee Break - Sponsor Zone

16:30

Transforming Raw Data into Relevant Analytics

Dustin Lehr — Analytics Engineer at Staples

17:00

One Platform for All Big Data

Industry Representative — Industry Representative at MapR Technologies

17:30

Machine Learning with Open Source Tools

Connor Johnson — Data Management at Halliburton

17:30

Hadoop Implementation at Caesars

Rizwan Patel — Director, Big Data at Caesars Entertainment

Big Data & Marketing

14:30

Practical uses in eCommerce and Marketing

Mario Vinasco — Data Scientist at Facebook

15:00

Operationalizing Big Data

John Hogue — Data Scientist at General Mills

15:30

Staples Innovation Lab: Data Modeling for Personalization based on User Behavior

Courosh Mehanian — Senior Data Scientist at Staples Lab

16:00

Coffee Break - Sponsor Zone

16:30

Big Data & Retail Marketing

Ankur Gupta — Director, Big Data at Sears

17:00

The Role of Predictive Analytics in Transforming Customer Acquisition

Sean Parenti — Director, Analytics at Goji

17:30

Panel: Data-Driven Advertising - How To Successfully Incorporate Data into Advertising Efforts

Erik Thorson — VP, Engineering at Varick Media Management

Interactive Sessions

14:30

Workshop: Analytic Strategies for Predicting Business Behavior

Dun & Bradstreet Representative — Big Data Expert at D&B

15:15

Workshop: Hadoop for Dummies - Understanding the Foundations of Hadoop

Dirk deRoos — Technical Sales Leader at IBM

16:00

Coffee Break - Sponsor Zone

16:30

Interactive Discussion: Implementing MongoDB, a NoSQL database, in Windows Azure on a Windows Operating System

Stephen Dillon — Engineering Fellow at Schneider Electric

18:30

Networking Drinks - Sponsor Zone




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innovation
enterprise

DAY 2

-  Data Science
-  Chief Data Officer
-  Big Data & the Cloud
-  Big Data Analytics
-  Interactive Sessions

07:30

Registration & Light Breakfast

08:30

Building a New Muscle to Advance Analytics

Scott Hallworth — Chief Model Risk Officer at Capital One

09:00

Drive Data Quality at Your Company: Create a Data Lake

George Corugedo — Co-founder & CTO at RedPoint

09:30

Industrial Internet: Big Data and Analytics Driving Big Outcomes

Beena Ammanath — Informatics Leader at General Electric

10:00

Monetizing Big Data

Big Data Guest Speaker — Guest Speaker at Guest Speaker

10:30

Big Data Innovation Awards

10:45

Coffee Break - Sponsor Zone

Data Science

11:15

Data Science & Sports Medicine

Robert Yerex — Senior Data Scientist at Nike Research Lab

11:45

Data Science on Deadline

Abe Gong — Senior Data Scientist at Jawbone

11:45

Agile Search Engine Development on Galene

Sriram Sankar — Principal Staff Engineer at LinkedIn

12:45

Lunch

13:45

A Bridge to a Modern Data Workflow: Modeling Live TV Data for Second Screen

Prasanna Gautam — Development Engineer at ESPN

14:15

The Human Age

Scott Dettman — Senior Data Scientist at Manpower

14:45

We Let the Data Guide Us

Pinar Donmez — Chief Data Scientist at Kabbage

Chief Data Officer

11:15

The Chief Data Officer Role - Knowledge Means Change

Dianna Anderson — Chief Data Officer at State of Colorado

11:45

Your Chief Data Officer: An Agent of Change for an Era of Data

Glenn Finch — Tech & Data Leader at IBM

12:15

Generating Insights Through the HealthConnect Program

John Mattison — CMIO at Kaiser Permanente

12:45

Lunch

13:45

From Here to There and Everywhere in Between

Donnie Yancey — CDO at MapQuest

14:15

Maximizing the Organization: Turning Data Into a Competitive Advantage

JR Yasgur — SVP, Global Data Strategy at Sony Pictures

14:45

Next Generation Medicine: A Real World Use Case on Commercialization of the Big Data Insight in Healthcare

Slava Akmaev — Chief Analytics Officer at Berg

Big Data & the Cloud

11:15

Applying Architecture Principles Across Multiple Initiatives

Manish Mathur — Senior Director, IT at Walgreens

11:45

In-Memory Databases, Solving the Big Data Velocity Crunch

Stephen Dillon — Engineering Fellow at Schneider Electric

12:15

Optimizing Storage on the Etsy Servers

Chris Bohn — Snr Database Engineer at Etsy

12:45

Lunch

13:45

Mobile All the Way

Gaurav Vaish — Technical Senior at Yahoo!

14:15

Addressing the Challenges of Big Data through Innovative Technologies

Vijay Gadepally — Scientist at MIT

Big Data Analytics

11:15

Big Data Analytics for Insights and Business Growth

Mark Wang — Chief Data Scientist at Chegg

11:45

Big Data Predictive Modeler – Dr. Mo: Live Demo!

Dr. Milorad Krneta — CEO at Soft10

12:15

Aligning the Healthcare Ecosystem: Data Innovations to Improve Clinical Outcomes and Reduce Cost of Care

Vipul Kashyap — Senior Director at NYU Langone Medical

12:45

Lunch

13:45

The Importance of Combining 'Big Data' with Ontologies, Rich Metadata and Visualization

Seth Dobrin — Director, Data at Monsanto

14:15

Retailing Aftermarket Auto Parts and Micro Merchandising

Gurcan Bicken — Dir, Product Optimization at AutoZone

14:45

Analytics Driven Innovation – Creating a Culture of Innovation

Nauman Sheikh — Data Architect at Exelon

Interactive Sessions

11:15

Workshop hosted by BeyondCore

Arijit Sengupta — CEO at BeyondCore

12:45

Lunch

13:45

Focus Group: Manpower's Custom Built Web Application

Scott Dettman — Senior Data Scientist at Manpower

15:15

Networking Coffee - Exhibition Area