

UCLAAnderson  
THINK IN THE NEXT



# BIG DATA

## CONFERENCE

### 2016 BIG DATA CONFERENCE

November 18, 2016 • 8:30 a.m. – 3:30 p.m.

Korn Convocation Hall, Entrepreneurs Hall

[REGISTER NOW](#)

DISRUPTION — YOU HEAR IT TALKED ABOUT, but

when do you actually see it? Big Data has become synonymous with unlocking the truth in business. And where the truth prevails against expectations, you will witness disruption.

This one-day event will bring together industry experts and UCLA Anderson academics who are shaping and defining the conversation around the business aspects of big data. The conference will discuss how businesses are being disrupted, and how new technologies such as machine learning/artificial intelligence and augmented reality/virtual reality are changing this landscape.

## Learning

- How big data technology deployment has disrupted businesses and entire sectors
- Understand and prepare how to use data for your businesses
- Where the Big Data conversation is headed in various sectors
- Are big data issues for startups different from those in large global corps?

## Who should attend

Whether you are providing technology solutions, using big data to make business decisions or thinking through how big data can make an impact in your organization, this is the one conference you need to attend!

[Click here](#) to learn more about last year's Big Data Conference.

## Confirmed Speakers



**Steve Canepa ('90)**

General Manager - Global  
Telecommunications Media &  
Entertainment, IBM

Mr. Canepa is responsible for the P&L of a market-leading global organization working with firms in the Telecommunications, Cable, Entertainment, On-line, Games, Advertising, Broadcast, Publishing, Satellite, Sports, Music, Search, & Social segments. Steve has grown the business into one of the largest providers of

solutions and services to the Industry and IBM's top performing Industry Division. He is a trusted advisor to customers and partners regarding transformation in the Digital era. [Read More](#)



**Keith Chen**

Head of Economic Research, Uber (past)

Keith Chen is an Associate Professor of Economics with tenure at the UCLA Anderson School of Management. His research blurs traditional disciplinary boundaries in both subject and methodology, bringing unorthodox tools to bear on problems at the intersection of Economics, Psychology, and Biology. [Read More](#)

Confirmed Panelists



**Andrew Parker**  
(UCLA '10)  
Senior Data Scientist, Netflix



**Matt Hersh**  
( '08)  
Head of Business Development, Factual

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