GIGAOM
STRUCTURE
DATA

MARCH 19 - 20, 2014 | NEW YORK CITY
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Data Driven Business

The world's biggest and most innovative companies are using data to make better products, build bigger profits and even change the world. Join 900+ big data practitioners, technologists and executives as they examine how big data can drive business success. From grand new uses to the nuts and bolts of capturing, storing, analyzing and serving it, get the bottom line on big data now.

At Structure Data we'll explore...

- Changing the World with Big Data: Learn how organizations like Google are leveraging big data for the greater good.
- Toeing the Line between Privacy, Profit and Protection: Is the right to privacy paramount? Or are we putting the public at risk to protect an ideal? What will the outrage about consumer privacy mean for businesses' bottom line?
- Deep Learning: The Holy Grail for Big Data: From automated text analysis to natural-language processing to image recognition, new applications are delivering rich new insights.
- The Industrial Internet: As the Internet of Things takes off, companies like Ford and McClaren are using big data to transform the way consumers interact with their products—and the way products interact with consumers.
- Do You Need Data Scientists? And what should they look like if you do? We'll take a deep dive into the methods companies are using to capture, store, analyze and serve the data that's driving their businesses.

Speakers

Structure Data features expert practioners, technologists and executives, disrupting and streamlining every aspect of big data.
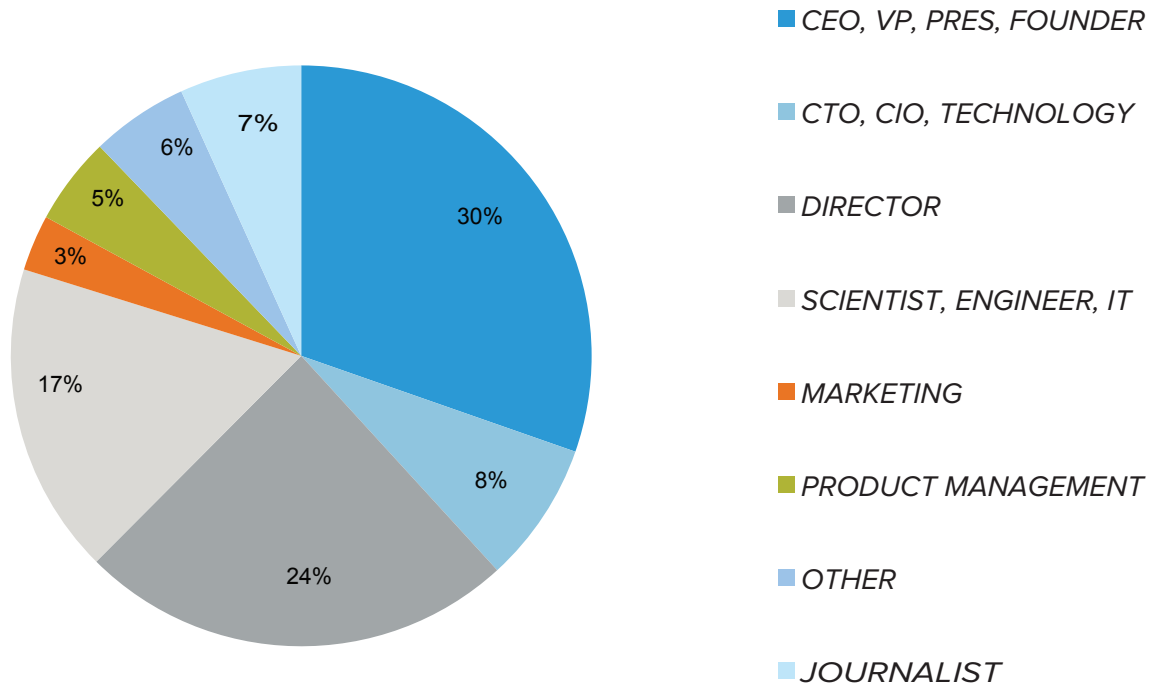
2014 confirmed speakers include:

- Geoff McGrath, Managing Director, McLaren
- Ari Gesher, Software and Systems Engineer, Palantir
- Gary Hoberman, CIO and SVP of Regional Application Development, MetLife
- Clarence White, CIO, Salvation Army
- Mike Curtis, VP of Engineering, Airbnb
- Justin Kosslyn, Product Manager, Google
- Ajay Chandramouly, Cloud Computing and Data Center Industry Engagement Manager, Intel
- Mike Cavaretta, Technical Leader for Predictive Analytics / Data Mining, Ford Research & Innovation

Why Attend

Structure Data is a must-attend event for decision-makers across the technology landscape. The combination of high-quality content and power networking creates a unique opportunity to generate business.

In Attendance

- **CEO, VP, PRES, FOUNDER** — 30%
- **CTO, CIO, TECHNOLOGY** — 8%
- **DIRECTOR** — 24%
- **SCIENTIST, ENGINEER, IT** — 17%
- **MARKETING** — 3%
- **PRODUCT MANAGEMENT** — 5%
- **OTHER** — 6%
- **JOURNALIST** — 7%

Focus on IT Buyers and End Users

NEW for Structure Data 2014 - Gigaom will bring 150+ practitioners to the conference for a deep dive into big data.

- Focus on big data strategy: Use cases and implementation
- Understanding of the vendor landscape: Where should they invest?
- Sample titles include: CIO; CTO; VP; Infrastructure; VP, IT Strategy; VP, Enterprise Architecture; VP, Digital; VP, Ecommerce; Director, Business Intelligence/Data Warehousing; Architect

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