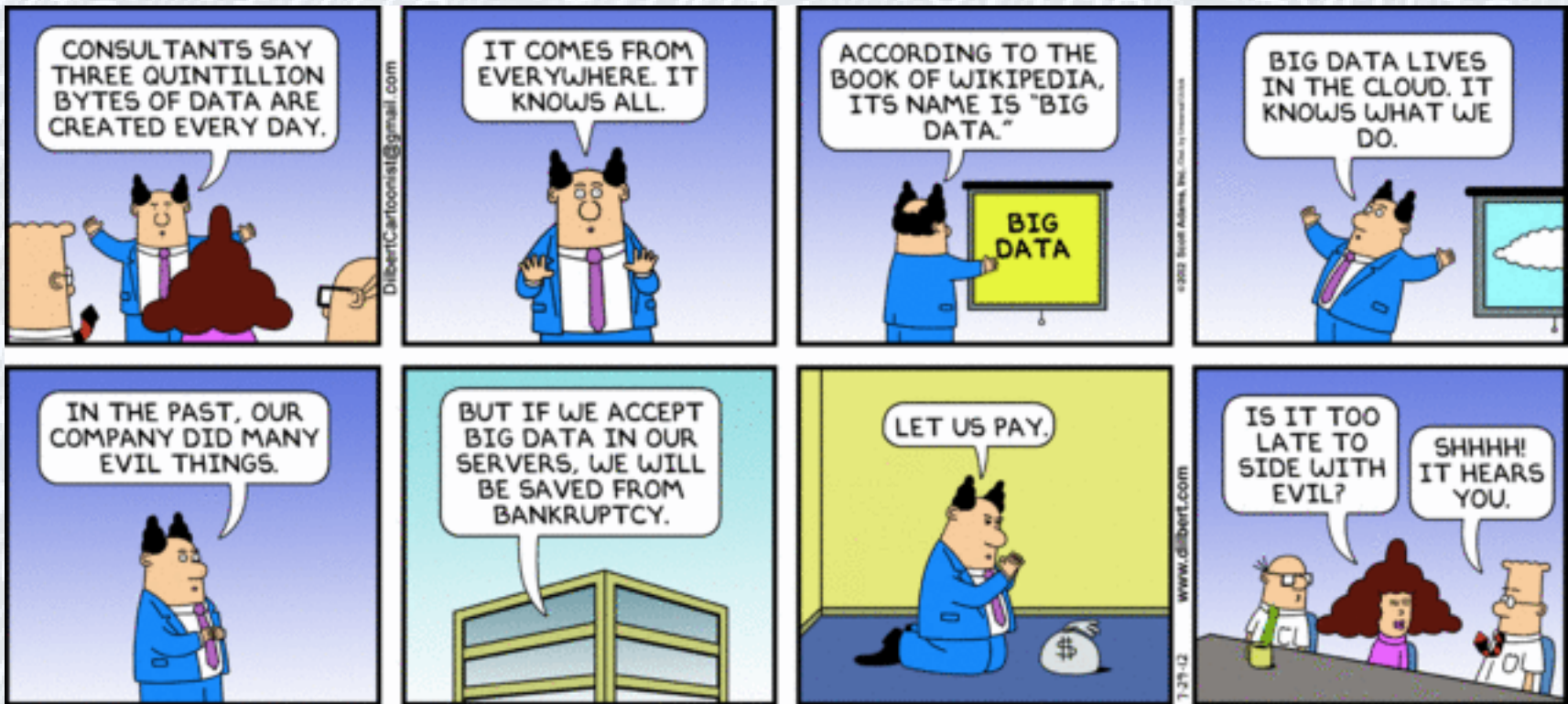


# Welcome to Big Data!





NAFTANEXT

# Big Data

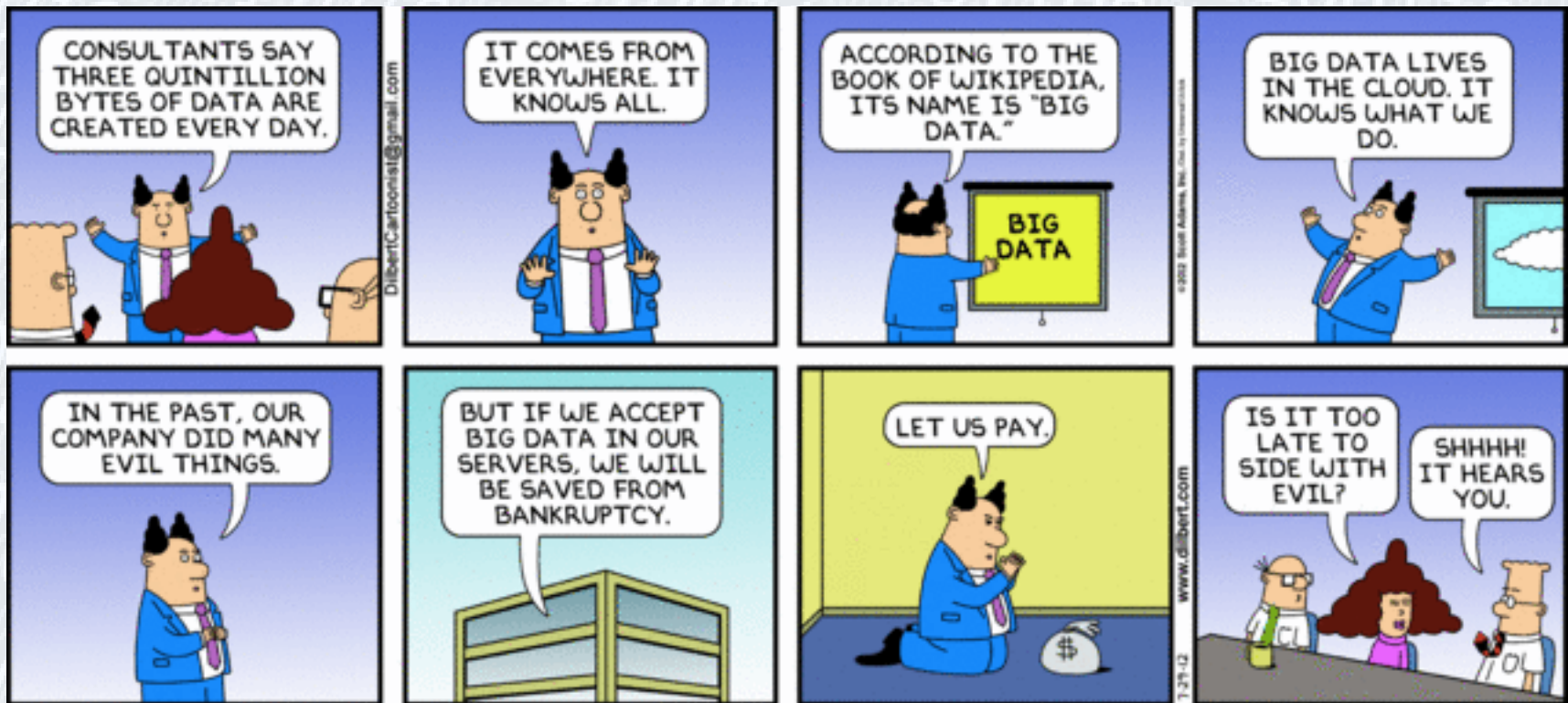
April 24, 2014 – Chicago IL

strategic **c** ommunication

# **It's Everywhere!**

- NYT, WSJ, Forbes, The Economist, The Atlantic, Harvard Business Review**
- GE, Google, Oracle and IBM (\$1.3 billion in Big Data revenue in 2012)**
- Mount Sinai Icahn School of Medicine and its \$3 million supercomputer named Minerva**
- McKinsey, Gartner and the usual suspects**
- Additions to C-Level execs, 17% of orgs will have CDOs by end of 2014**

# Even in the Comics



# Panelists

- **David Ladner, Executive Director and Partner, CLS LLC**
- **Dan Filby, EVP and Managing Director, First Advantage Fleet Services**
- **Taso Zografos, Surface Transportation, Maritime and Intermodal Transportation, Leidos**
- **James Roberts, Co-Founder Redirect Digital & Direct Marketing**