TechFest is an annual forum hosted by the Department of Operations, and Information Technologies at the Robert H Smith School of Business, UMD. TechFest brings together leaders from industry and government, who are at the forefront of game-changing transformations enabled by digital technologies, to share their expertise and passion with undergraduate and master’s students at the Smith School. TechFest serves as a valuable forum for students to learn about the amazing potential of information technologies and to explore what it means for their careers.

The Information Systems programs @ Smith rank among the best in the world. The undergraduate and graduate programs in Information Systems have been consistently ranked among the nation’s top programs by US News and World Report, and BusinessWeek, among others.

**BUSINESS TRANSFORMATION WITH BIG DATA & ANALYTICS**

**WEDNESDAY, APRIL 9, 2014 @ 6:00 PM**

**TYSER AUDITORIUM**

**VAN MUNCHING HALL**

**BUSINESS CASUAL ATTIRE**

**PIZZAS AND PRIZES!!!**

**PARTICIPATING FIRMS**

- comScore
- NASA JPL
- OPOWER
- COMCAST
SPEAKERS

Michael Brown
Chief Technology Officer
comScore, Inc.

Michael Brown was a founding member of comScore, Inc. in 1999. He leads the technology efforts of the company to measure Internet and Digital activities. comScore’s environment currently has over one year of data online and captures over 1.5 trillion rows of new data every month to measure the Internet in over 45 countries. He also has been responsible for over twenty patent applications at comScore. Seven of these patents have already been issued by the US Patent and Trademark Office.

Prior to joining comScore in 1999, Mike worked on several different projects for companies in the Washington, DC area. One of these projects included working on a large help desk deployment and modernization effort for Deutsche Bahn in Frankfurt, Germany. In 1993, Mike cofounded Pragmatic Image Technologies with several associates from IBM. This consulting group focused on the implementation of IBM’s ImagePlus technologies at several different firms. One of the core projects completed was the successful role out of IBM’s ImagePlus product at Pennsylvania Blue Shield to over 1,200 users resulting in the largest image workflow installation on the east coast at that time.

Mike began his career at IBM in 1989 at the age of 19 in the image processing team in Gaithersburg, MD. He finished his Bachelor’s degree in Computer Science at night at the University of Maryland University College in 1992 and earned his Master’s degree from Hood College in Computer and Information Science in 1997. Please follow this link to view Mike’s profile on LinkedIn.

Jeanne Holm
Chief Knowledge Architect
NASA Jet Propulsion Laboratory

As the Evangelist for Data.Gov (an open government flagship project for the White House), Jeanne Holm leads collaboration and builds communities with the public, educators, developers, and international and state governments in using open government data. Jeanne is the Chief Knowledge Architect at NASA’s Jet Propulsion Laboratory, driving innovation through social media, virtual worlds, gaming, ontologies, and collaborative systems, including the award-winning NASA public portal (www.nasa.gov) and pioneering knowledge architectures within the US Department of Defense. She is a Fellow of the United Nations International Academy of Astronautics, a Distinguished Instructor at UCLA, and Chair of the W3C eGovernment Group, and has more than 130 publications on information systems, knowledge management, and innovation.

She is a graduate of UCLA, the Drucker School of Management, and Claremont Graduate University. She is an instructor at UCLA and formerly at Pepperdine University and her courses focus on knowledge management, social network analysis, and collaborative systems. She has been awarded numerous honors, including the NASA Exceptional Service Medal for leadership (twice), NASA Achievement Award for her work on the Galileo and Voyager spacecraft, three Webby’s from The International Academy of Digital Arts and Sciences, Competia’s Champion of the Year, three best practice awards from the APQC, and has led NASA to an unprecedented three global Most Admired Knowledge Enterprise (MAKE) awards.
Wayne Lin
Senior Director, Product Management
Opower

Wayne Lin is a Sr. Director of Product Management at Opower and responsible for the company’s suite of residential energy efficiency and demand response solutions. In his three years at Opower, he has seen Opower’s reach grow to over 32MM homes across the world with energy savings of over 4 TWh. Prior to joining Opower, Wayne worked at Google in product management and product marketing where he focused on developing online display advertising technologies. Wayne also founded ecoLightbulbs, a company that sold CFL light bulbs at cost, and sold over 13,000 light bulbs that removed 8MM lbs. of CO2 from the atmosphere. Wayne received his MBA from Wharton at the University of Pennsylvania and his BA in economics and applied mathematics from Northwestern University. After spending 6 years in San Francisco, he is enjoying being back on the east coast, where there are four full seasons and polar vortexes.

Hassan Sayyadi
Lead Researcher
Comcast Research Lab, Washington D.C.

Hassan Sayyadi is a Lead Researcher at the Comcast Research Lab in Washington DC. His research interests lie in the general field of machine learning with a special focus on recommendation and ranking problems in the TV and video domain. At Comcast, he is leading the personalization research team that develops novel personalized search, browse, and recommendation solutions to improve the experience for Comcast’s customers. He is also getting his PhD in computer science from University of Maryland. In his PhD research, he is working on ranking problems in heterogeneous networks, including prediction, personalization, and learning to rank.