

PRESS RELEASE

Real world applications of Big Data set to take centre stage at Whitehall Media's 9th Big Data Analytics Conference, to be held during London Technology Week

Manchester UK, 3 June 2016 – Whitehall Media has unveiled a high-level line-up of expert speakers for its prestigious Big Data Analytics conference set to take place on Thursday 23 June 2016, during London Technology Week.

The one-day event will feature high-level discussion on data-centric decision-making, predictive analytics, ground-breaking innovation and future direction of Big Data.

With hundreds of business strategists and technology enthusiasts in attendance, the event is set to look at how to use data-driven insights for improved business growth, performance and optimum outcomes.

The conference will be chaired by Julian Schwarzenbach, Chair of the BCS Data Management Specialist Group.

Featured speakers will include:

- Manager, Data and Information Architecture, Barclays
- Head of Data Science, GetYourGuide
- Chief Technology Specialist on Big Data & Data Science, Nordea
- Head, Data and Information Management, EMEA, HSBC
- Clinical Director of Innovation, Consultant, Paediatric Surgeon, Alder Hey Children's Hospital
- Digital Analytics Solutions Manager, Direct Line Group
- Global Lead, Customer Intelligence & Data, Walgreens Boots Alliance

Ahead of the event, Whitehall Media's CEO Waqas Hashemi commented:

"Big Data is a key pillar of growth in the information economy. Granular analytics and insights are helping enterprises make better decisions, innovate and grow their products and services – all of which are key to competing in a global marketplace. We're delighted to be hosting an excellent panel of expert speakers on real life applications of data analytics in the enterprise environment. We hope our delegates will gain practical advice and inspiration from the discussion."

Platinum sponsors for the event include Cloudera and Pentaho.

For more information

Conference Website: www.whitehallmedia.co.uk/bda

Programme Enquiries: rehman@whitehallmedia.co.uk

Press enquiries: bda@whitehallmedia.co.uk

Register for a Press Pass: www.whitehallmedia.co.uk/bda/press

Twitter: Follow @WhitehallMedia and the event with hashtag #wmbda