

## FOR IMMEDIATE RELEASE

Contact: Gretchen Hydo  
Chatterbox PR Ink  
14141 Covello St., Suite 4A  
Van Nuys, CA 91405  
Tel: (818) 203-6060  
Email: Gretchen@Chatterboxink.com

### **Keynote Speakers for Enterprise Data World 2013 Announced**

*Enterprise Data's biggest names scheduled to discuss New Databases, Big Data, Social Data, and New Data Roles.*

Los Angeles, CA (January 16, 2013) – Now in its 17th year, DAMA International and DATAVERSITY™ today announced this year's Enterprise Data World (EDW) Conference Keynote Speakers, Tim Berglund, James Fowler, and Ashish Thusoo. The keynote sessions have been designed to cover the most important new topics relevant to Data Management today.

“The keynote sessions have been designed to cover the most important *NEW* topics in Data Management today,” said Tony Shaw, CEO of conference organizer DATAVERSITY. This year we have so many emerging topics, it was difficult to choose which ones to highlight as keynotes.”

Kicking off the keynote presentations on Tuesday, April 30th at 9:15 AM, Tim Berglund, Full-Stack Generalist at GitHub, will talk about the debate in the database world that most often focuses on performance, scale, and the particulars of competitive data models. During his presentation, *Then Our Buildings Shape Us: A New Way to Think About New Technology Selection*, Berglund will share his insights and recommendations for dealing with the torrid pace of technological change, including the challenge of so many new and unfamiliar database options.

*Taming Elephants, Bees and Pigs - The Big Data Circus* will be presented by Ashish Thusoo, the co-creator of Apache Hive and Vice President at the Apache Software Foundation on Wednesday, May 1 at 4:10 pm. Thusoo will discuss the reasons and motivations behind the Big Data revolution and how it has evolved. He'll bring his unique experience at Facebook to talk about some of the key challenges of scale and the techniques that were developed as a result. He will also talk about the future of Big Data and how technology is continuing to simplify the process and become accessible for all.

James Fowler, Professor at UC San Diego, will present *Connected: How Social Networks Affect Everything You Feel, Think, and Do* on Wednesday, May 1 at 4:45 PM. Fowler will describe his research in the Framingham Heart Study showing that social networks have a powerful effect on obesity, smoking, drinking, happiness, loneliness, and depression. This research suggests there is a "Three Degrees of Influence Rule": everything we feel, think, or do affects our friends, our friends' friends, and even our friends' friends' friends. Fowler has extended this work to a nationwide sample of adolescents and to participants in laboratory experiments to study drug use, sleep behavior, and generosity. Fowler will share his recent work that suggests social networks are a fundamental part of our human identity.

The conference will close with a panel of industry experts discussing *Chief Data Officers, Data Scientists and Big Data Architects – What's the Next Step in Your Professional Future* on Thursday, May 2 at 10:50 am. This session will take a look at why it is a uniquely advantageous time in business history to be employed as a data professional who understands how to manage, govern or analyze data. Panelists will explain how attendees can best equip themselves during this once-in-a-lifetime revolution.

Taking place at the Sheraton Hotel and Marina in San Diego, CA April 28-May 2, 2013, EDW is the business world's most comprehensive vendor-neutral educational event about data and information management. This year's eSAP, xtensive program includes over 200 hours of in-depth tutorials, hands-on workshops, practical sessions, and insightful keynotes that will push executives learning how to exploit enterprise data for strategic, financial and operational success to the next level.

EDW curriculum is designed to address all the learning needs of business executives and IT professionals through tutorials and workshops, case studies, discussions and product demonstrations. The conference agenda is suitable for all levels of knowledge and experience. Foundational "How to" sessions will help those who are starting out in enterprise data management, while experienced practitioners will learn from advanced case studies and technical presentations.

Enterprise Data World is sponsored by some of the industry's top companies including: Adaptive, Dell Boomi, Global IDs, SAP / Sybase, CA ERwin, Data Advantage Group, Denodo, IBM, Meta Integration Technology, Trillium Software, Altilia, ASG Software Solutions, Collibra, Embarcadero Technologies, JJR Solutions, Melissa Data, Morgan Kaufmann, Spry, Inc., TopQuadrant, Cozyroc, Expert System, Orchestra Networks, Tableau Software, Talend, and Uniserv.

For sponsorship opportunities please contact Warwick Davies at [Warwick@dataversity.net](mailto:Warwick@dataversity.net).

To register for the conference and to see a full program schedule please visit: <http://edw2013.dataversity.net>

**About DATAVERSITY:**

DATAVERSITY™ provides resources for information technology (IT) professionals, executives and business managers to learn about the uses and management of data. Our worldwide community of practitioners, advisers and customers participates in, and benefits from, DATAVERSITY's educational conferences, discussions, articles, blogs, webinars, certification, news feeds and more. Members enjoy access to a deep knowledge base of presentations, research and training materials, plus discounts off many educational resources including webinars and conferences. For more information please visit: [www.DATAVERSITY.net](http://www.DATAVERSITY.net) or email [events@dataversity.net](mailto:events@dataversity.net).

**About DAMA International:** □

DAMA International is governed by an Executive Board and an Advisory Board consisting of recognized leaders in the field of information management. DAMA produces an annual Symposium that is the premier event in the arena of Data and Information Management. DAMA annually honors individuals who have distinguished themselves in the area of data and information management with the DAMA Achievement Awards. For more information, please visit: <http://www.dama.org>.