

Program Tracks

The Applied Data Science Invited Talks Track

The ***Applied Data Science*** Invited Talks Track consists of invited talks and panel discussions / debates by leading experts in the world of Data Science, applied data mining and KDD. The track features highly influential speakers who have directly contributed to successful data science and data mining applications in their respective fields. The talks and discussions will focus on innovative and leading-edge, large-scale real applications of data mining in areas such as finance, health-care, bio-informatics, public policy, infrastructure (transportation, utilities, etc.), telecommunications, social media, computational advertising, and many other areas.

The objective of these invited talks is to bring together leading industry and government practitioners to share their insights and experiences in order to inspire the KDD community to pay attention to critical issues in and impact of major applications. We carefully curate topics and invited speakers to spread awareness of the variety of seminal, innovative, and proven applications of the technology as well as the issues that must be dealt with in bringing an application to a real setting. This track complements the Applied Data Science Track at KDD that focuses on peer reviewed publications. In the Invited Talks track we focus on presentations about the application and its impact once recognized in the industry.

Information on the previous successful editions of the Industry and Government Invited Talks can be found at:

- KDD 2015 Industry and Government Invited Talks (<http://www.kdd.org/kdd2015/industry-gov-talks.html>)
- KDD 2014 Industry and Government Invited Talks (<http://www.kdd.org/kdd2014/industry-gov-talks.html>)
- KDD 2013 IPE (<http://www.kdd.org/kdd2013/industry-practice-expo>)

Co-Chairs

- Rajesh Parekh (Facebook)
- Usama Fayyad (Barclays)
- Evangelos Simoudis (Synapse Partners)

Invited Talks

Jonathan Becher: Chief Digital Officer / SAP

Monday, August 15 - 10:00am to 12:00pm (Yosemite)

[More Information](#)

Large-Scale Machine Learning at Verizon: Theory and Applications

Jeff Stribling: Associate Director of Product Management, / Verizon

Monday, August 15 - 10:00am to 12:00pm (Yosemite)

[More Information](#)

Computational Social Science: Exciting Progress and Future Challenges

Duncan Watts: Principal Researcher / Microsoft

Monday, August 15 - 10:00am to 12:00pm (Yosemite)

[More Information](#)

Bayesian Optimization and Embedded Learning Systems

Jeff Schneider: Engineering Lead / Uber Advanced Technology Center

Monday, August 15 - 4:15pm to 6:15pm (Yosemite)

[More Information](#)

The Wisdom of Crowds: Best Practices for Data Prep & Machine Learning derived from Millions of Data Science

Monday, August 15 - 4:15pm to 6:15pm (Yosemite)

[More Information](#)

How Machine Learning has Finally Solved Wanamaker's Dilemma

Oliver Downs: Chief Scientist and CTO / Amplero

Monday, August 15 - 4:15pm to 6:15pm (Yosemite)

[More Information](#)

Accelerating the Race to Autonomous Cars

Danny Shapiro: Senior Director of Automotive / NVIDIA

Tuesday, August 16 - 10:00 am to 12:00pm (Yosemite)

[More Information](#)

Building User Profiles from Online Social Behaviors, with Applications in Tencent Social Ads

Ching Law: GM Social Ads / Tencent

Tuesday, August 16 - 10:00 am to 12:00pm (Yosemite)

[More Information](#)

Learning Sparse Models at Scale

Ralf Herbrich: Director of Machine Learning / Amazon

It's About Time

Caitlin Smallwood: Vice President of Science and Algorithms / Netflix

Wednesday, August 17 - 10:00am to 12:00pm (Yosemite)

[More Information](#)

The Dirty Little Secret of Enterprise Data

Andy Palmer: Co-Founder & CEO / Tamr, Inc.

Wednesday, August 17 - 10:00am to 12:00pm (Yosemite)

[More Information](#)

Democratizing Consumer Identity: Data Science's Answer to Facebook and Google

Kamakshi Sivaramakrishnan & Randell Cotta: Founder & CEO and Senior Data Scientist / Drawbridge

Wednesday, August 17 - 10:00am to 12:00pm (Yosemite)

[More Information](#)

