KDD 2016 Speakers

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)

Applied Data Science Invited Talks

With today's massive global adoption of personal computers, smartphones, tablets, and the emerging class of devices, we live in a time of unprecedented device proliferation. This gives rise to very fundamental challenges around the fragmentation of consumer identity. The big Internet giants of Google, Facebook, etc. have an inherent advantage in solving for this through their first-party data of made up of a stateful, logged-in base of user information. This creates an inequity across the digital and Internet economy in the ability to provide seamless experiences and solutions from understanding consumer identity. This talk will address how machine learning and data science best-practices can solve for this identity capability, and how it can be done in a privacy-safe and data-safe manner, with high precision and at massive scale.

Kamakshi will focus on the algorithms developed at Drawbridge that process a massive scales of data in near-real-time spans to solve for a single user's identity across different domains, while still protecting consumer anonymity.

Speaker Bio

Kamakshi Sivaramakrishnan is the founder and CEO of Drawbridge, the leading technology company that is fundamentally changing the way in which brands and enterprises connect with people. Under Kamakshi's leadership, Drawbridge has built the first technology-aided solution that addresses a problem central to all digital media: consumer-trusted cross-device identity.

Kamakshi received her PhD in Information Theory and Algorithms from Stanford University, and has been named one of Business Insider's "Most Powerful Women in Mobile Advertising" for four consecutive years. She received the 2015 Women of Vision ABIE Award for Technology Entrepreneurship from the Anita Borg Institute. Kamakshi also has the unique distinction of her work being onboard NASA's New Horizons mission to Pluto and the outer planetary system.

Randell Cotta is a Senior Data Scientist at Drawbridge, where he has spent the last three years focused on designing the intelligence behind their digital identity solution as well as the learning systems that leverage digital identity for their partners and underlying consumers. Randell received his PhD in theoretical physics from the SLAC Theory Group at Stanford, where he helped to define the interface between theories explaining dark matter and related experimental data. He was later a postdoc in the Particle Theory Group at UC Irvine before joining Drawbridge.

5000, as well as the fastest-growing woman-led company, and sixth-fastest-growing overall.

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