

WORKSHOP

BIG DATA FOR B2B MARKETING & SALES

October 29, 2015
Santa Clara, CA

Business-to-business (B2B) commerce refers to commerce transactions between businesses. In B2B, marketing and sales are both indispensable steps. With the availability of novel forms of digital media, mobile devices and cloud computing platforms, unprecedented amount of data is collected for and during the processes. However, for all the costs incurred in collecting, storing and managing this data, not much business value is realized. This workshop on data-driven B2B aims to promote discussions about potentials and challenges of big data in B2B marketing and sales.

The BigB2B workshop consists of invited talks from industry pioneers followed by a panel discussion.

Program

1:30pm - 1:40pm	Opening and Welcome Lei Tang and Shipeng Yu
1:40pm - 2:10pm	<i>From single node MySQL to cluster running Impala/Hadoop/HDFS: creating a scalable data pipeline</i> Nisheeth Ranjan , CTO and co-founder, BrightFunnel
2:10pm - 2:40pm	<i>Learning Safe Strategies in Digital Marketing</i> Mohammad Ghavamzadeh , Senior Analytics Researcher, Adobe Research
2:40pm - 3:10pm	<i>Mitigating selection bias in social media for explanatory analytics</i> Arnau Tibau Puig , Data Scientist, Quantifind
3:10pm - 3:40pm	<i>Modeling a sales funnel and lead behavior for predictive lead scoring</i> Brendan Duncan , Data Scientist, Fliptop & LinkedIn
3:40pm - 3:50pm	Coffee Break
3:50pm - 4:20pm	<i>Application of predictive analytics for sales pipeline evaluation and forecasting</i> Venkat Rangan , CTO and co-founder, Clari
4:20pm - 4:50pm	<i>Predictive Analytics for B2B Customer Success</i> Sherif Botros , Chief Data Scientist, Gainsight
4:50pm - 5:30pm	Panel Discussion Adobe, BrightFunnel, Clari, Gainsight, InsideSales, LinkedIn, Quantifind

Workshop Website: <http://bigb2b.org/>

Workshop Date: Thursday afternoon, Oct. 29, 2015

Workshop Location: Co-located with IEEE International Conference on Big Data, 2015

Room: Bayshore
HYATT REGENCY SANTA CLARA
5101 Great America Parkway,
Santa Clara, CA 95054

Look forward to meeting you at **BigB2B!**