



AITP-LA and Technology Council of Southern California Present: Case Studies in achieving competitive advantage

Location: Microsoft Playa Vista — 13031 W. Jefferson Blvd Suite 200. Playa Vista, CA 90094 – Validated parking \$10. (213) 806-7300.

Thursday, November 16, 2017

Networking/food @ 6:00 pm Program @ 7:00pm Networking @ 8:30 pm

Space is Limited, Registration is required

The new technology landscape with origins in data science opens many new possibilities; our November event will provide insights on the many emerging trends.

Speakers:

- **Tony Karrer, Founder/CEO of TechEmpower & Founder/CTO of Aggregate**
- **Jon Morra, VP Data Science, ZEFR**
- **Jeong-Yoon Lee, Technical Evangelist, Microsoft**

These well-known technology executives will share an overview of cutting-edge technologies used in data science/machine learning and will provide multiple use cases on how the technologies are being implemented — such as predictive data analytics, fraud detection, and computer vision/image recognition.

They will be presenting case studies from a B2C company (eHarmony) and a B2B company (Conversion Logic). Using these case studies, they will drill into key aspects of using machine learning (ML) and data science (DS) to achieve business benefits:

- Examples of applications of ML/DS: customer churn, marketing spend, product pricing, customer conversion, and many others;
- How to navigate within the fast-evolving world of ML/DS;
- How to obtain the right initial data and run experiments to determine if there's signal/value in the data;
- Understanding the differences between prediction and prescription, reinforcement learning, transparency, accuracy and the ML/DS impacts;
- What a business needs to do, going from experimentation to production and then to scale;
- Why ML/DS is different from traditional software systems and the implications for engineering organizations;

This joint event between AITP-LA and Technology Council of Southern California promises many technology insights as well as outstanding networking.

NOTE: Reservations are required, as seating will be limited. AITP-LA members must enter Promotional code “AITPLA” for member pricing. Get there before 6:00PM for networking!

Pricing: Dinner & Program: Members – \$15 in advance. Non-members – \$25 in Advance. At the door – if space is available, \$10 additional.

Click here to register: <https://www.eventbrite.com/e/leveraging-machine-learning-and-data-science-to-drive-business-results-tickets-38575277694>

About Our Speakers:

Jon Morra: Vice President Data Science, ZEFR

Jon Morra is the Vice President of Data Science at ZEFR. In this role, he leads a team of data scientists responsible for creating data-driven models. Jon and his team are focused on understanding video content better in order to drive value for ZEFR’s customers. Previously, Jon was the Director of Data Science at eHarmony where he helped support a variety of machine learning initiatives including matching, pricing, churn modeling, and fraud prevention. Jon holds a B.S. in Biomedical Engineering from Johns Hopkins and a Ph.D. also in Biomedical Engineering from UCLA.

Jeong-Yoon Lee: Technical Evangelist, Microsoft

Jeong is Technical Evangelist at Microsoft, where he promotes and helps adoption of new Machine Learning technologies among enterprises and communities. He is also Science Advisor at Conversion Logic, where he served as Chief Data Scientist and developed marketing analytics platforms with cutting edge ML models for enterprise clients. Prior to Conversion Logic, Jeong has worked at Demand Media, cofounder of Neofect, and Micro ML. As an avid competitor, Jeong has participated in over 70 Data Science competitions, won 6 times including KDD Cup 2012 and 2015. Jeong earned his Ph.D. in Computer Science and M.S. in Electrical Engineering from University of Southern California. He earned his B.S. in Electrical Engineering from Seoul National University.

Tony Karrer, Moderator: Founder/CEO of TechEmpower & Founder/CTO of Aggregate

Dr. Tony Karrer is Founder and CTO of Aggregate – a fast growing B2B media company that works with professional associations to pull all the relevant content together for that audience. Tony is also the Founder/CEO of TechEmpower, a 30-person software development services company. In the early 90s, Tony founded 2 other companies both of which had successful exits. This led Tony into working as a part-time/consulting CTO to over 50 different companies including as the original, part-time CTO at eHarmony helping them to get to a \$110M financing in their 4th year. Dr. Karrer was valedictorian at Loyola Marymount University, attended the University of Southern California as a Tau Beta Pi fellow, one of the top 30 engineers in the nation, and received a M.S. and Ph.D. in Computer Science. He is a frequent speaker at industry and academic events.

Directions:

From LAX International Airport:

- Depart World Way/Center Way going east.
- Merge onto CA-1 North
- Turn left onto Lincoln Blvd.
- Right onto West Jefferson Blvd.
- U-Turn at McConnell Ave.
- Turn right onto Alla Road (near Home Depot).

- Turn right onto Alla Road.
- Arrive at 13021 W. Jefferson Blvd, Suite 200, Playa Vista, CA 90094 – ‘The Preserve’.
- Enter at Gate 1 (Limited street parking may be available off Coral Tree Place).

From Orange County Airport:

- Northeast on Airport toward MacArthur Blvd.
- Left onto MacArthur Blvd.
- Merge onto 1-405 North towards Long Beach.
- Exit, then left on Jefferson Blvd (Exit 50B).
- Turn right onto Alla Road. (near Home Depot)
- Arrive at 13021 W. Jefferson Blvd, Playa Vista, CA 90094 – “The Reserve”.
- Enter at Gate 1 (Limited street parking may be available off Coral Tree Place).

About AITP-LA:

Association of Information Technology Professionals LA (AITP-LA) meets in West LA with a focus on keeping members abreast of trends and best practices in managing technology, and provides strong networking opportunities.

AITP-LA is about technology – bringing experts in their field to share cutting-edge ideas with members. Helping members connect the dots, take the next steps, grow in their ability to apply technologies to competitive advantage.

AITP-LA is part of a national organization that provides leadership, professional development, certification and personal growth opportunities to IT managers and technologists. The core of the AITP experience is the chapter network, with 400 professional and student chapters throughout the country.

For more information, call the chapter telephone at 562-928-5353 or contact Roger Lux at 562-964-1888.