



The 13th Annual MIT Chief Data Officer & Information Quality Symposium

July 31 - August 2, 2019



ANNOUNCEMENT

Great value, great content!

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When booking rooms ask for the MIT CDOIQ Symposium block rate.
Partner Hotel information [Found Here](#)

Featured Sessions



Data Privacy & CCPA

*By Arka Mukherjee, Founder & CEO,
Global IDs, Inc.*

Abstract: As CEO's grapple with the societal importance of data privacy, many states and countries are passing privacy regulations similar to GDPR, the European General Data Protection Regulation. In the US, the California Consumer Protection Act (CCPA) has driven organizations to initiate CCPA Data Privacy projects to protect the private sensitive data associated of California residents. The technical implementation of a CCPA project can be challenging. CCPA - specific sensitive data can be distributed across large data ecosystems comprised of many thousands of applications and databases. Finding and protecting the data associated with a specific individual is equivalent to finding a needle in a thousand haystacks. Over the last 15 years, our team at Global IDs has established a methodology for classifying, mapping and locating private, sensitive data using semantic graph representations. In this presentation, we will be describing/demonstrating the methodology within the context



Driving Data Monetization across the Enterprise

*By Gokula Mishra, Senior Director,
Global Data & Analytics, McDonald's*

Abstract: We can all debate if data is the new oil or not, or is data playing a much bigger and more important role than oil ever did. But it is clear that It is impacting every aspect of our lives and everything around us. And this phenomenon is growing and accelerating rapidly. With the evolution of today's information driven economy and advancement in big data and analytics/AI technologies, enterprises are investing huge amount of resources to create, collect, store, manage and assemble data assets for business usage. The faster one can monetize these data assets the better is the enterprise in terms of growth.

Despite this effort, investment and realization that monetization of their data assets is critical for their future, many organizations still struggle to achieve tangible business value from their untapped data

of CCPA implementations and explaining its implications.

assets. Enterprises must identify and accelerate opportunities to monetize their data – driving real value for their customers, partners and internal stakeholders.

AGENDA

THE IQ CAPABILITIES FRAMEWORK

By Dr. WooYoung Chung
Professor of Information
Technology Capella University



CAPABILITIES INTEGRATION: The
Three Steps for Chief Data
Officers

[Read More](#)

ASK THE EXPERT



Expert: Principal, Data & Analytics
Strategy, Caserta | Best-Selling
Author of "Infonomics"

Question: What are a couple major
traps that CDOs should avoid?

[READ ANSWER](#)

NEWS ARTICLE

By Inside Sources

April 24, 2019

Stuart Madnick, a professor of information technology and engineering systems at MIT's Sloan School of Management, told InsideSources.

And learn more by attending our **Data Ethics, Privacy Panel** on Day One of the July Symposium - Session 4C 2-3 PM

[READ ARTICLE](#)

CDO-1 Certificate Program

The CDO-1 Certificate Program offered by Dr. Richard Wang will explain the definition and landscape of the Chief Data Officer's roles and responsibilities, provide introductions to big data technologies, data policy, data strategy, data governance, data analytics, data integration, and tools that are immediately deployable by CDOs. The certificate program will also include hands-on application of the tools learned to help drive business cases.

TESTIMONIAL

"This was a great program! Thank you for your enthusiasm, passion, and clarity in teaching CDO-1 Foundations for Chief Data Officers. The pace and duration of the class were appropriate. I can't wait to get back to work and start applying everything I've learned in my new role as the county's first CDO."

-Mike Knuppel

Next Upcoming Training:

November 14 - 15, 2019 @ Washington, DC

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Discount Code: **EarlyBird25**

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GENERAL INFORMATION

All sessions of the Annual MITCDOIQ Symposium will be held at the

Massachusetts Institute of Technology

July 31 - August 2, 2019

Tang Building (E51)
MIT East Campus
2 Amherst Street
Cambridge, MA 02142

[Register Now](#)

To inquire about **speaker opportunities**, contact
Dr. Richard Wang at rwang@mit.edu

For **Sponsorship Opportunities**, contact
Robert Lutton at robert.lutton@sandhillconsultants.com

Volunteers are welcome! To learn more, contact
Collette Johnson at crjohnson7@ualr.edu

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