

KDD 2011 Industry Practice Expo

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Industry Practice Expo Co-Chairs

1. Industry Practice Expo

The Industry Practice Expo is a brand new track at the KDD 2011 conference. It features invited talks from leading experts who have developed and deployed successful, large-scale data mining applications and systems in their respective fields. We trust that this opportunity for the KDD community to hear directly from the experts will start a new era of cross-fertilization of ideas in knowledge discovery and data mining from various disciplines.

The field of Knowledge Discovery and Data Mining has matured tremendously over the past 15 years. This advancement in the field is duly reflected in the KDD conference publications describing the leading edge research and industry/government applications. At the planning meeting for KDD 2011, Usama Fayyad, the SIGKDD chairman, proposed starting a new track that would complement the already well-established Research and Industry/Government tracks at the KDD conference and showcase the successes and best-practices of applications and systems of knowledge discovery and data mining in various industries. While the Research and Industry/Government tracks would continue their excellent work featuring the latest advances in the field via peer-reviewed publications, the Industry Practice Expo track would feature invited talks from leading experts who would otherwise not publish in the KDD Research or Industry/Government tracks either because of time-constraints or because they are from industries where their work is publicized in forums other than the KDD conference. Armed with this mandate we started on an almost year long journey to conceive, implement, and present to you the inaugural KDD Industry Practice Expo.

We have kept our ambitions very high right from the beginning and have aspired to bring together a group of leading-experts to deliver a series of technical talks focusing on innovative and leading-edge, large-scale applications and systems of data mining in areas such as finance, health-care, bio-informatics, public policy, infrastructure (transportation, utilities, etc.), telecommunications, social media, and computational advertising. We wanted to select the talks that will inspire and motivate fellow members of our KDD community by spreading awareness of various seminal, innovative, and proven applications of knowledge discovery and data mining, sharing key insights and best-practices, and introducing new problems, challenges, and methodologies. We have been immensely fortunate to have the opportunity of working with an advisory committee for the Industry Practice Expo. The committee comprises of individuals who are luminaries in their own right and have generously devoted their time and energies in guiding us through the process. We are extremely grateful for their advice, constant support and encouragement.

We have selected a great panel of speakers who represent a broad cross-section of KDD applications and systems across multiple industries. In putting together this Industry Practice Expo track we have taken the time and effort to get to know each potential speaker well, carefully reviewed their work to better understand

their contributions and ensure that the material they present would be interesting and valuable to the KDD audience. We would like to thank all of our speakers for their time and patience as we went through the vetting process and for graciously accepting our invitation to present their work at the KDD conference. The list of invited speakers appears below. Please see the KDD website (<http://www.kdd.org/kdd2011/indexpo.shtml>) for abstracts and speaker biographies.

2. Invited Speakers

- David Norton (CMO, Ceasars Entertainment)
The Power of Analysis of Data
- Colleen McCue (GeoEye Analytics)
Operational Security Analytics – Doing More with Less
- Ravi Vijayaraghavan (Vice President, 24/7 Customer Innovation Labs) and P V Kannan (CEO, 24/7 Customer)
Applications of Data Mining and Machine Learning in Online Customer Care
- Paul Rejto (Director of Oncology Research, Pfizer Labs)
Knowledge Discovery and Data-Mining in Pharmaceutical Cancer Research
- Tai Hsu (Principal Scientist, Alibaba.com)
Real-Time Risk Control for Card Not Present (CNP)
- Mario Inchiosa (Chief Scientist, Netezza) and Michele Chambers (GM and VP, Analytic Solutions, IBM)
Accelerating Large-Scale Analytics using In-Database Analytics
- Dan Steinberg (Founder and President, Salford Systems) and Felipe Fernandez-Martinez (CEO, Interfe)
Broad Scale Predictive Modeling and Marketing Optimization in Retail Sales
- Richard Boire (Co-Founder, Boire Filler Group)
The Practitioner's View to Data Mining – Key Lessons Learned in the Trenches and Case Studies
- David Reiley (Principal Scientist, Yahoo! Labs)
"Which Half is Wasted?": Controlled Experiments to Measure Online-Advertising Effectiveness
- John Elder (Founder, Elder Research)
Thriving as a Data Miner in the Real World

3. Advisory Committee

Chid Apte (IBM), John Elder (Elder Research), Usama Fayyad (ChoozOn), Brendan Kitts (Lucid Commerce), Gabor Melli (Simon Fraser University), Gregory Piatetsky-Shapiro (KD Nuggets), Bharat Rao (Siemens), Ted Senator (SAIC), Ashok Srivastava (NASA), Ramasamy Uthurusamy (GM)