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**association of information
technology professionals
los angeles**



Thursday July 26th - Transitioning to a Data First Culture: Stories from the Battlefield

Date: Thursday July 26, 2018

Time: 6:00pm to 9:00pm

Location: General Assembly LA, 1530 Second Street, Santa Monica, CA 90401. Public parking structures nearby.

Space is Limited, Registration is required. Appetizers provided.

Meeting is FREE with Pre-registration.

Distinguished speakers include:

Jon Morra, Vice President of Data Science at ZEFR

Jesse Steinweg-Woods, Senior Data Scientist at Tronc

"Data is the new oil. AI is the new electricity." That quote from Andrew Ng has certainly helped set up a culture of change in the technology world.

Many people feel that if they're not extracting every ounce of information from their data, opportunities can be lost. While we certainly believe that data is important, some of the hyperbole around data and data science has gotten a little out of hand.

In this talk we will recall real stories about using data -- from eHarmony, Zefr, Tronc, and Argo Group. In some cases, data science was a natural fit and in others it was more difficult to implement.

Learn what organizations actually have to go through to become a data first culture - the true implications of being data-driven.

A Q&A session will follow the presentations.

Bring your business cards to take advantage of this major networking opportunity.

About Our Speakers:

Jon Morra, Ph.D.

Vice President of Data Science at 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 bringing ZEFR's wealth of information about video on the internet to help better drive customer's needs and meet market demands. Previously, Jon was the Director of Data Science at eHarmony, where he helped grow the data science team to support multiple business facets.

Jon holds a B.S. from Johns Hopkins and a Ph.D. from UCLA both in Biomedical Engineering.

Jesse Steinweg-Woods, Ph.D.

Senior Data Scientist at Tronc

Jesse Steinweg-Woods is a Senior Data Scientist at Tronc, a media company that includes the Chicago Tribune and New York Daily News along with 7 other papers and a variety of websites. He works on building both internal and consumer-facing products utilizing machine learning. Areas of focus include recommender systems, article popularity prediction, unsupervised learning applied to content, churn modeling of subscribers, and contextual targeted advertising. He received his Ph.D. in Atmospheric Science from Texas A&M University, where he did research on numerical weather and climate prediction.

LOCATION: General Assembly LA, 1530 Second Street, Santa Monica, CA 90401

Public parking structures available nearby.

DIRECTIONS:

From I-10/Santa Monica Fwy

1. Take the 4th St exit, EXIT 1A. Keep left at the fork in the ramp.
2. Turn right onto 4th St.
3. Take the 1st left onto Colorado Ave.
4. Turn right onto 2nd St.