

Location:

Sheraton Four Points
5990 Green Valley Circle
Culver City, CA 90230

[Map](#)

Agenda

6:00 - 7:00 PM Networking
7:00-9:00 PM Program & Dinner

Cost:

Technology Council Members \$35
Non-members \$55

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The Digital Data Revolution

Presented by the Digital Media Society

January 31, 2012

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The amount of data available to businesses has been increasing exponentially. Data mining and analyzing large data sets—so-called big data—is becoming a competitive advantage, creating productivity growth, innovation, and consumer value in both B2B and B2C worlds. In addition, there are more places to mine data-- think of the millions of consumers using social networks--and increasingly sophisticated tools for doing so. The data revolution has important financial, social and legal implications. All business leaders need to understand the implications of big data, not just line managers or analytics geeks. The increasing availability and granularity of information about customers will create opportunities, but is also disruptive and raises privacy concerns.

Join us for an evening where we bring local leaders in this emerging area together to discuss all of these issues.

Speakers:

- Marc Crandall, Senior Manager, Global Compliance, Enterprise, **Google**
- David Bakula, SVP, Analytics, **Nielsen/SoundScan**
- Craig Benner, VP Sales, **SpecificMedia**
- Tom Larkin, CEO, **Share Magnet**
- Richard Neff, President, **Neff Law Firm**
- Jeff Zwelling, CEO, **Convertro**

Moderator:

- Ned Sherman, CEO, Publisher and Executive Editor, **Digital Media Wire**

About our speakers:

David Bakula, SVP, Analytics, Nielsen/SoundScan

Bakula is SVP of Analytics and Client Relations for Nielsen Entertainment. In this role, he leads all analytical initiatives within music for the Nielsen entertainment group. He has 15 years of analytical experience

with companies such as Musicland and Universal Music Group Distribution. His core expertise includes strategic planning, business development, business strategy and analysis. Bakula began his career with Musicland Group, Inc. as a Merchandise Planner and Inventory Management Analyst. Following his time at Musicland, he spent eight years with Universal Music Group Distribution's Sales Analysis team, including the last two years as VP of Business Analysis. He joined Nielsen in August of 2008 and has been working with Nielsen clients to deliver actionable analytics and creative business solutions. www.nielsen.com

Craig Benner, VP Sales, SpecificMedia

Benner serves as Regional Vice President of Sales for Specific Media. Specific Media is a global digital media company that drives viewership for content owners, engagement for brands, and relevance for consumers. With their recent acquisition of Myspace, Specific Media now boasts a world class advertising network, award winning online original programming, and a global internet brand and consumer destination. Specific Media has long been recognized as a leader in data-driven ad targeting and currently maintains one of the largest consumer data repositories in the industry.

In his role, Craig leads all network and Myspace sales strategy and execution across key western markets including Los Angeles, Dallas, Denver, and Las Vegas. A 5 year veteran of the organization, Craig has helped architect countless successful media programs on behalf of major brands and agencies within the territory. An expert in audience targeting, consumer data, online video, branded entertainment, and advanced analytics, Craig has spoken at several local industry events including LVIMA, DFWIMA, and Denver Ad Club. Craig holds a Business Degree from the University of Southern California and currently resides in Manhattan Beach with his wife and two children.
www.specificmedia.com

Marc Crandall, Senior Manager, Global Compliance, Enterprise, Google

Crandall serves as senior manager of Global Compliance, Enterprise, at Google, based in Santa Monica, where he addresses security and privacy compliance matters for Google's cloud-based services. Marc also has served as product counsel for Google, and has helped ensure compliance with US and international laws and regulations dealing with data, privacy, law enforcement, system security, intellectual property, consumer protection, advertising and child online protection. Prior to joining Google in 2006, Marc served as assistant general counsel with the science and technology law unit of the US Federal Bureau of Investigation (FBI), where he was principal adviser to the cyber division at FBI headquarters in Washington, DC. Before joining the FBI, he was corporations counsel and lead counsel of internet compliance and enforcement with the California department of Corporations, California's investment and finance authority. Marc has a BA from UCLA and a JD from Pepperdine School of Law. He is also certified with the International Association of Privacy Professionals.

Tom Larkin, CEO, Share Magnet

Larkin is the Chief Financial Officer and Co-Founder of Share Magnet. Prior to starting Share Magnet, Tom was a Principal and Portfolio Manager for Transamerica Investment Management, LLC., in Los Angeles. Tom holds a bachelor's of Economics degree from Duke University, lives in Manhattan Beach and is an avid surfer. www.sharemagnet.com

Richard Neff, President, Neff Law Firm

Neff is a well known technology, media and copyright lawyer. He specializes in licensing and diverse transactions, intellectual property protection and copyright counseling for technology, Internet, media and e-commerce companies. His clients include/have included Microsoft, Intuit, Apple, Symantec/Veritas, Yahoo!, Informatica, Logitech, Aldon, Roland, Lynda.com, Dailymotion, pricegrabber.com, APM Music, Mandalay Entertainment, SunGard, Glu Mobile as well as many mid-market companies and startups. He has a

products at GeoCities, which was acquired by Yahoo. Jeff founded EchoSign, a digital signature SAAS company in Palo Alto, which sold to Adobe. He lead the LBO of Columbia House which sold to BMG. YLighting, a lighting ecommerce company he co-founded, sold to private equity. He also advises venture capital firms on online marketing and ecommerce. Jeff is currently the CEO of Convertro, an online marketing optimization company. He has a BA from UCLA and a JD from USF.
www.convertro.com

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