“Focus on the Future”
Automotive Research Conferences

The Business of IT: Big Data in the Automotive Industry

Wednesday, September 11, 2013
9am to 3:30 pm

University of Michigan, The Michigan League Ballroom (2nd Floor)
911 North University Avenue, Ann Arbor, MI 48109-1265

Conference Agenda

8:30 a.m. Registration and Continental Breakfast

9:00a.m. Welcome
Bruce Belzowski, Assistant Research Scientist, UM Transportation Research Institute, will moderate the conference and present the issues related to “Big Data” use by auto-related companies.

Sanat Joshi, Vice President, Oracle Corporation will discuss how his company supports auto companies with “Big Data” analytics in a variety of areas within the companies and with consumers.

Gahl Berkooz, Head of Information Management and Analytics, Ford Motor Company, will discuss how Ford is using Big Data across functions and his vision for the future opportunities throughout the company.

Break

A.M. Session Q&A (35 minutes)

11:30a.m.-1p.m. Lunch Break

1:00pm Michael Cafarella, Assistant Professor of Electrical Engineering and Computer Science, UM College of Engineering, will set the stage for the conference by discussing the recent history of Big Data, some of his projects that look at Big Data on the Web, and his views about how the auto industry may be able to tap into this source of information and knowledge.

Harriet Chen-Pyle, Senior Business Developer: Traffic Product Unit, TomTom North America, will talk about how her company has developed global advanced traffic services using “Big Data” processes.

Break
Carol Flannagan, Associate Research Scientist and Research Director of the Center for the Management of Information for Safe and Sustainable Transportation (CMIST) will show how UMTRI manages, provides, and uses Big Data to support safety research that informs decisions by industry and government.

P.M. Session Q&A (40 minutes)

3:30 p.m.   Conference Adjourns

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