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## CDM Media Launches Big Data Summit

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**July 7, 2011** – The CDM Media team announced today that it has launched the Big Data Summit, a networking and educational event for CIOs and IT executives who are interested in data management, analysis, security and storage strategies and best practices.

The Big Data Summit, November 9-11, 2011 in Scottsdale, Arizona, is a cross-industry event that will bring together CIOs and IT executives to discuss the data issues that are currently affecting their organizations. Held in an intimate environment, the event is an opportunity for attendees to make new business contacts, have in-depth conversations, participate in interactive agenda sessions and learn about new technology solutions.

“Every industry is currently experiencing enormous data growth – whether it be from customers or employees. CIOs and IT executives need to be able to effectively store this data, ensuring that their organizations are meeting government and industry regulations, as well as analyze it. Data analysis will allow executives to have better insight into their organizations and ultimately make better business decisions. The companies who gain control of their data now will have the competitive advantage in the future,” said Glenn Willis, CEO, CDM Media.

The Big Data Summit agenda includes a variety of sessions that encourage attendees to share their ideas, lessons learned and IT pain points. Featured agenda sessions:

- Capacity, Insight and Data Monetization
- Business and Marketing Analytics - Success Through Analysis
- Core Values in Focus with Managed Security Services
- Big Data Processing with Hadoop
- Business Database Management: Dealing with Big Data

For more information about the Big Data Summit, visit [www.bigdatasummit.us](http://www.bigdatasummit.us).

To speak to someone directly about the event, contact Katie McCanless, Senior Client Business Director, CDM Media, at [katie.mccanless@cdmmedia.com](mailto:katie.mccanless@cdmmedia.com) or 808-694-3678.

## **About CDM Media**

CDM Media is a business-to-business media company serving Fortune 1000 clients who want to build relationships with CIOs and senior-level technology executives. CDM Media, the custom design marketing organization, develops unique marketing platforms that attract high-level IT professionals across several verticals. For more information, please visit <http://www.cdmmedia.com/> or connect with CDM Media on Twitter, [@CDMmedia](https://twitter.com/CDMmedia).