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## CDM Media Announces Partnership with BigDataVendors

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**CHICAGO, September 3, 2014** – Today CDM Media, the leading producer of C-level executive technology summits, announces an exclusive partnership with BigDataVendors, an ecosystem of 100+ Big Data solutions providers, for promotion of its upcoming Big Data Summit being held November 16-18, 2014 at the luxurious FireSky Resort and Spa in Scottsdale, Arizona.

The Big Data Summit is an intimate invitation-only conference for C-suite executives and industry leaders in the Big Data space. Unlike typical tradeshows designed to attract hundreds, if not thousands, of individuals of all different levels of seniority, from all different industries, CDM Media's event hosts just forty to fifty very senior executives. This format ensures that each individual is guaranteed the delegates they interact with are true peers who can provide parallel insights, based on size of company and seniority of role. In keeping with this intimate focus Summit sponsorships are similarly limited with no more than a dozen partners being allowed to participate in the program.

To ensure the applicability of the program to all attendees, CDM Media uses a content committee known as the Big Data Executive Board formed of key industry practitioners. By drawing on the expertise of these IT executives we can ensure that the agenda is pertinent and relevant, and that the learning and networking experience is second to none. Current members of the Big Data Executive Board include:

- Trigg Borgerson, CTO, Boeing
- John O'Brien, CEO, Radiant Advisors
- Pamela Peele, Chief Analytics Officer, UPMC
- Amit Phansalkar, Chief Data Officer, MassMutual
- Dr. Satyam Priyadarshy, Chief Data Officer, Halliburton
- Derek Strauss, Chief Data Officer, TD Ameritrade
- Heather Wilson, Chief Data Officer, AIG

These busy executives dedicate time throughout the year to meet with key CDM Media staff and advise on format, topic, and speaker selection necessary to ensure a top-notch agenda.

The Big Data Summit is targeted at key IT executives, and the title of the attendees typically include Chief Information Officer, Chief Data Officer, Chief Analytics Officer as well as executives from within the various lines of business at the attending organizations. Select attendees already registered for the upcoming event include:

- CIO, Beth Israel Medical
- Chief Data Officer, Capital One
- Chief Data Officer, Cambia Health
- Chief Data Scientist, Harvard Innovation Labs
- Vice President & Chief Data Officer, Covance
- SVP of IT, U.S. Vision
- VP of Data & Analytics, Pfizer
- VP of IT & Analytics, Celestica
- Executive Director, JP Morgan

CDM Media is excited about this partnership and looks forward to working with BigDataVendors and its constituency to improve an already world-class event.

#### **About CDM Media**

CDM Media is a leading B2B technology marketing and media firm, producing C-level executive events all over the world. CDM Media specializes in technology summits and custom events for C-level executives from Fortune 1000 companies, together with major technology solution providers. These events are driven by industry, region, organizational role and current hot topics, enabling attending delegates to address current issues and trends, learn from one another, network and generate key takeaways. CDM Media is headquartered in Chicago, with a second office in Cardiff, U.K. To learn more, visit [www.cdmmedia.com](http://www.cdmmedia.com).

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