



Webinar Series: Part 2

Harnessing Big Data for Innovation

Wednesday | November 4, 2020 | 5-6:15pm PST

In part 2 of our webinar series, we explore how digital transformation has advanced "Big Data" through the digitization of paper records and previously inaccessible data points, enabling new ways to collaborate and create. Join our team of expert panelists to learn how organizations are transforming and analyzing big data into innovation and ideas.

Questions:

- What kind of big data is now accessible?
- How an organization harness big data for innovation?
- How are organizations are transforming data?
- What should be considered before utilizing big data, and what are the risks?

Panelist:

- Melanie Carmosino, Director of IP Operations at Microsoft
- Hiromi Yamaoka, Board director at Future Corporation
- Colin McCubbins, Principal Manager, Advanced Analytics at Walmart Media Group

Moderator: Sam Wiley, Director of Global Business Intelligence at VALUENEX

Date& Time: Wednesday | November 4, 2020 | 5-6:15pm PST

- 5pm-5:45pm: Intro & Panel discussion
- 5:45pm-6:15pm: Q&A at Breakout rooms

Venue: Zoom Webinar

Fees: Free

Registration: [Eventbrite](#)

Featured Panelists & Moderator



Melanie Carmosino, Director of IP Operations at Microsoft

Melanie is the Director of Legal Operations in the Intellectual Property Group at Microsoft. In that position, she is responsible for tools, processes, and project management support of both the portfolio development and engineering teams. She oversees the operations and PMO support teams, as well as coordination of the CPA Global offshore patent services team. Melanie collaborates in managing domestic and outside counsel procedures, compliance and metrics, forecasting/budget, and is also responsible for managing GDPR compliance for the Intellectual Property Group.



Colin McCubbins, Principal Manager, Advanced Analytics at Walmart Media Group

Colin is the Data Steward for Walmart Media Group (WMG), Walmart's in-house advertising platform. He oversees all of WMG's data governance functions, leading initiatives around data sharing, privacy compliance, and data policy writing. Before WMG, he was a Principle Data Scientist at Rakuten Intelligence, where he wrote and implemented sample rebalancing and missing data remediation algorithms. Colin has a PhD in Political Science from Stanford University with a specialty in research design and statistical methodology.



Hiromi Yamaoka, Board Member, Future Corporation

Hiromi is currently the board member of Future Corporation as well as Head of Future Institute of Research. He is also an attorney at law in New York. He assumed many important duties in the Bank of Japan, the Japanese central bank, including Director-General of Markets Dept. and Director-General of Payments Dept. He also served as Alternate Executive Director at IMF as well as member of the Basel Committee, BIS markets Committee and BIS CPMI. He holds LL.B. (University of Tokyo) and LL.M. (University of California at Berkeley).



Sam Wiley (Moderator), Director, Global Business Intelligence, VALUENEX

Sam uses proprietary machine learning and predictive analytics technology to help companies make better innovation, financing, marketing, and strategic decisions, with a special focus on visualizing complicated technical data. Prior to VALUENEX, Sam was with CPA Global and Innography, working with clients to apply IP Intelligence to solve business problems as well as help companies deploy IP technology and best practices to align their IP operations with their business strategy.