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| [Amy Duce](https://www.linkedin.com/comm/groups/1814785/1814785-6108639663956729860?midToken=AQEKiAbpLnaZSw&trk=eml-group_announcement_message-null-4-null&trkEmail=eml-group_announcement_message-null-4-null-null-vh07o%7Eil2fugdr%7E8h) |
| Global Events Marketing Executive at Innovation Enterprise |

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Hi Everyone!
With only two months until the Big Data Innovation Summit ([http://bit.ly/1QzTEhG](https://www.linkedin.com/e/v2?e=vh07o-il2fugdr-8h&t=plh&midToken=AQEKiAbpLnaZSw&ek=group_announcement_message&urlhash=aN4g&url=http%3A%2F%2Fbit%2Ely%2F1QzTEhG)), ask yourself the question - 'Are you driving Big Data or is Big Data driving you?’. We are on the verge of driverless cars and completely connected homes - Big Data is changing everyday life for everyone. Big Data is much more than just a buzz word; it delves deeper into information collated from all aspects of our business to find hidden insights like never before. With advances in analytics practices as well as the collection and mining of data, businesses now have both a wider perspective on their consumers and a stronger basis from which to make decisions on business strategy.

The flagship Big Data Innovation summit is coming to San Francisco on April 21 & 22 to celebrate and examine the impact, challenges, successes and failures across the Big Data landscape. Are you using data effectively? Could Big Data accelerate your business’s steps to reaching its full potential? Learn from the people pioneering the space, including highly recognized leaders such as:
- Head of Machine Learning at Uber
- Chief Data Scientist at U.S. Department of Commerce
- Head of Data Science at Airbnb
- Director, Data Privacy at Novartis See the full schedule here: [http://bit.ly/1R3Rkjm](https://www.linkedin.com/e/v2?e=vh07o-il2fugdr-8h&t=plh&midToken=AQEKiAbpLnaZSw&ek=group_announcement_message&urlhash=MaQI&url=http%3A%2F%2Fbit%2Ely%2F1R3Rkjm)

Join the biggest Big Data event of the year with over 800 top industry Data minds in attendance, for 25+ hours of exclusive networking. Share, deliberate, examine and review your Big Data initiatives at this revolutionary two-day event and be a key part of the Big Data phenomenon.

We look forward to seeing you in San Francisco!

The Big Data Team