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NEW DATA CONFERENCE & EXPO MAKES ITS MARK IN RALEIGH

Data4Decisions launches with strong turnout from industry and academia

Raleigh, N.C. (April 2, 2015) – Nearly 1,000 technical experts, data professionals and executives across multiple industries convened at the Raleigh Convention Center Mar 24-26 for the inaugural Data4Decisions Conference and Exposition. Designed to provide C-level decision makers with the tools and knowledge for using data effectively, the event offered 48 interactive educational sessions with targeted tracks in key facets of the industry, including: financial services, pharma/R&D, healthcare/payer-provider and life sciences, government and education, smart energy, economic development, advanced manufacturing, and retail.

"Data4Decisions fills a huge need in almost every industry," remarked Terri Lomax, executive vice president of Discovery-Science-Technology at RTI International and chair of the Data4Decisions Advisory Council. "Many have a vast amount of truly valuable data, but they aren't deploying it effectively. Data4Decisions equips business leaders with proven solutions, real-world applications and in-depth case studies for utilizing data to solve problems and make the best decisions possible."

Part of executives making smart decisions begins with hiring the right individuals. Attendees and exhibitors had the opportunity to participate in the co-located "Come Tech Out the Triangle" job fair (produced by the North Carolina Technology Association (NCTA), CED and Work in the Triangle) to connect employers with the next generation of data professionals. In addition, Data4Decisions hosted a student showcase, which highlighted the region's up-and-coming talent.

NCTA president and CEO Brooks Raiford commented, "By partnering with Data4Decisions to host our job fair, we were able to offer job seekers the opportunity to connect with more than 25 hiring organizations and get access to invaluable professional development opportunities through the conference programming."

The need for an event of its kind was underscored by the support and participation of leading national and local organizations, including Datawatch, NSA, IBM, Quintiles, SAS, Cisco, Duke Energy, the National Consortium for Data Science (NCDS), RTI, and many others. Lee Anne Nance, Executive Vice President for the Research Triangle Regional Partnership (RTRP) and Advisory Council member, added that she and fellow council members "are excited about what Data4Decisions has accomplished within its first year—now the stage has been built for an even stronger and more impactful program next year." The second annual Data4Decisions Conference and Exposition will return to Raleigh, March 22–24, 2016.

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About Data4Decisions:

Data4Decisions Conference and Expo is an annual event held in Raleigh, North Carolina that goes beyond the technical aspects of Big Data. Designed to help business leaders understand how to use data and analytics effectively, the event goes beyond the technical aspects of data to provide business leaders with the critical tools, resources and expertise needed to optimize data usage to make the smartest decisions for their organizations. Data4Decisions is produced in partnership with the Greater Raleigh Convention and Visitors Bureau (GRCVB) and the Raleigh Convention Center, intending to showcase the Triangle Region as the U.S. epicenter for data science.. More information is available at www.Data4DecisionsEvent.com.