



**Press Contacts:**

Ross Abbott  
VP, Sales, North America  
CDM Media  
808-694-3661  
[ross.abbott@cdmmedia.com](mailto:ross.abbott@cdmmedia.com)

Sarah Safranski  
Social Media & Collaboration Manager  
CDM Media  
808-694-3675  
[sarah.safranski@cdmmedia.com](mailto:sarah.safranski@cdmmedia.com)

## Big Data Summit Announces Event Details - Sessions Led by Representatives from Sprint and Citi

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**November 1, 2011** – The Big Data Summit team announced today session details for the upcoming technology event, November 8-10, 2011 in Miami, Florida.

The Big Data Summit is an opportunity for C-level executives with a focus on data storage, data management, and data analysis to gather and discuss how companies can effectively manage, protect and leverage the growing amounts of data in the enterprise. The Big Data Summit encourages attendees to make new business contacts, have in-depth conversations with C-level peers and learn about data management best practices through think tanks, panel discussions, analyst Q&As, and more.

On Wednesday, November 9<sup>th</sup>, Jared Benesh, GM, Sprint Nextel, will lead the CIO Think Tank, “Social Media is Right Here, Right Now...and It Has Big Data Implications!” Benesh will outline a case study on Sprint’s social media journey, as well as explain how to make data relevant to the organization. In addition, Benesh will discuss how to turn big data created by social media into real business by designing profitable tactics and how to successfully combine channel operation with big data.

Also taking place on Monday, November 9<sup>th</sup>, Nithin Johnson, Head of Analytics and Business Intelligence, Citi will lead the think tank, “Real-Time Data Analytics: Information NOW!” Johnson will discuss the advantages and limitations of real time data and take a look at new tools that can more efficiently process big data.

To view more session details on the Big Data Summit agenda, go to <http://www.bigdatasummit.us/agenda.php>.

For more information or to participate in the event’s agenda, contact Ross Abbott, VP, Sales, North America, CDM Media at [ross.abbott@cdmmedia.com](mailto:ross.abbott@cdmmedia.com) or 808-694-3661.

**About Big Data Summit**

CDM Media brings together CIOs and technology executives from North America's Fortune 1000 organizations to develop business ideas and build lasting relationships with peers and colleagues. The Big Data Summit, to be held November 8-10, 2011, allows IT executives to discuss big data and analytics issues, and learn about current technology solutions. For more information, please visit <http://www.bigdatasummit.us/>.

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