crimson®
INNOVATION
CONFERENCE

NAVIGATING THE DATA UNIVERSE

09 APRIL 2019, VOX CONFERENCE CENTRE, BIRMINGHAM

The ever-expanding opportunities presented by big data are causing legions of IT leaders to ask "how can I generate better return on investment" by using predictive analytics, artificial intelligence (AI), machine learning, and quantum computing.

At the Crimson Innovation Conference 2019, we will be exploring the expansive myths and realities of meaningfully transforming organisations in the digital data age. We will also be delving deep into how CIOs should be protecting their companies' and clients' data assets from cyber security threats, and how they can using data divination to prepare for future growth.

Speakers will share their stories, successes, failures, and lessons learnt to help you plan strategically for your organisation's future. Crimson will also be showcasing the solutions of tomorrow using the newest Microsoft technologies.

KEYNOTE SPEAKER:
Dr Ben Goldacre
Award–winning writer, broadcaster, & academic

BOOK YOUR FREE TICKETS ONLINE AT
WWW.CRIMSON.CO.UK/EVENTS

crimson
INNOVATION
CONFERENCE

ENGAGING & ACTIONABLE INSIGHT FROM THOUGHT LEADERS THROUGHOUT THE DAY

'BAD SCIENCE, BETTER DATA' BY DR BEN GOLDACRE

We all know that data can change the world. Ben Goldacre races through this revolutionary promise but also, crucially, the various ways that data can be used to deceive: covering dodgy graphs, misleading analyses, and exquisitely deceptive artificial intelligence models. The more technical the world becomes, the more we must all raise our game, to avoid being caught out by digital snake oil.

'TEXT MINING: UNLOCKING THE COMMERCIAL VALUE OF TEXT DATA' BY JAMES LAWRENCE

The Behavioural Insights Team (BIT) is a social purpose company that is jointly owned by the UK Government, Nesta (the innovation charity), and its employees. It started life inside 10 Downing Street as the world's first government institution dedicated to the application of behavioural sciences. Its core focus is to elevate the performance of public services by improving the outcomes for users. As BIT's Head of Data Science, James Lawrence believes data science can be a hugely beneficial tool not only for the public sector but also for commercial organisations. He will be describing how Natural Language Processing and 'text mining' is transforming social care services in the UK. James will also be explaining how these techniques can optimise predictive analytics, reveal new insights, and inform strategic decision-making in businesses.

'NATURE INSPIRED COMPUTATION & AI'S EVOLVING RELATIONSHIP WITH DATA' BY DR FELIX HOVSEPIAN

Dr. Hovsepian will utilize use cases to describe how data and techniques in AI combine in the design of advanced systems that provide business leaders with a competitive edge. Use cases will include: Generative Design – how IoT provides AI with a digital nervous system, and the collected data enables engineers to design a novel racing car chassis. Swarm Intelligence – distributed, self-organizing systems that utilize small-data. Causal Reasoning – beyond the data techniques currently used in machine learning that utilize "reasoning by association" (correlation).

'WHAT IT TAKES TO BE A LEADER IN THE AGE OF AI' BY KEITH COATS

The complexities, ambiguities, and paradoxes that big data creates are giving rise to a range of new characteristics that technology leaders will be required to possess to successfully navigate the AI-centric world. Addressing the human side of technology, Keith Coats, Global Leadership Expert, will be outlining the essential skill sets the leaders of tomorrow will have to adopt to thrive in this environment.

'EXPLORING THE FIVE FORCES THAT WILL AFFECT TECHNOLOGY LEADERS IN 2019' BY ROB GRIMSEY

Despite IT budgets and headcounts significantly increasing, Harvey Nash's CIO Survey has revealed that most IT leaders will have to manage five common challenges in 2019. Compiled in association with KPMG, the survey is the world's largest study of IT leadership. It has uncovered that the on-going skills shortage, the continual drive for customer engagement, and the changing role of technologies are evolving the personas of CIOs. In his speech, Rob will explain why technology leaders should embrace the opportunities presented by shadow IT, and why customer interests must become the focus of digital strategies. He will also be hosting a panel session which will discuss the current state of the UK's IT jobs market.

'HOW IS MICROSOFT EMBEDDING AI INTO ITS LATEST PRODUCTS?' BY MARK COTTON & JORDAN WHEAT

To keep up with the pace of change, most of the major technology giants are now embedding AI capabilities into their products, and Microsoft is no exception. Crimson's CRM ambassadors Mark Cotton and Jordan Wheat will be explaining these advancements and demonstrating how Microsoft is enabling organisations to do more with data. They will be revealing how AI is working with Dynamics 365 to provide proactive insights, the role data can play in building UI and mobile applications within Office 365, and what the future holds for Microsoft's AI products.

'PUTTING BEHAVIOURAL DATA AT THE HEART OF FINTECH PRODUCT DESIGN' BY ASHLEIGH PETRIE

If you're part of a smart business, you will be ensuring that data plays an integral role in product design processes. To help its customers save more, investment app Moneybox uses behavioural economics to create personalised products, bespoke user experiences, and finely segmented direct campaigns. Ashleigh will be describing why organisations must constantly measure and test behavioural data if they are to succeed in a hyper competitive market place.

'INDUSTRIALISING BIG DATA AND AI IN TELECOMMUNICATIONS' BY PETER CHAPMAN

Mobile phones are now the world's biggest source of consumer data, with Ofcom reporting that 96% of UK households have adopted this technology. So, how do the biggest communications organisations use these insights? In his speech, Peter will describe how Vodafone is putting big data and advanced analytics at the heart of the organisation and how this capability is being used to drive commercial value and for social good.

{ BOOK YOUR FREE TICKETS ONLINE AT
WWW.CRIMSON.CO.UK/EVENTS }

SPEAKERS

Dr Ben Goldacre | Writer, Broadcaster, & Clinical Research Fellow | University Of Oxford

Ben specialises in unpicking scientific claims made by scaremongering journalists, government reports, pharmaceutical corporations, PR companies and quacks. He trained in medicine at Oxford and UCL, in psychiatry at the Maudsley, and in epidemiology at LSHTM. He is also, Director of the Evidence-Based Medicine DataLab and Chair of the HealthTech Advisory Board. His books have sold over 600,000 copies worldwide and have been published in 31 languages. His academic and policy work is in epidemiology and evidence-based medicine, where he works on better uses of routinely collected electronic health data, variation in care, access to clinical trial data, efficient trial design, and retracted papers. He has written policy papers for the UK government, founded the AllTrials campaign, and in the 2018 Queen's Honours received an MBE "For Services to Evidence in Policy".

Dr Felix Hovsepian | TECHNICAL THOUGHT-LEADER, CONSULTANT, & AUTHOR | BLUE MANIFOLD

Felix has worked across the globe advising C-suite stakeholders on emerging technologies. His book 'The 4th Industrial Revolution: Responding to the Impact of Artificial Intelligence on Business' helps decision-makers grasp the importance, and the commercial applications of new technologies, including; artificial intelligence (AI), machine learning, the internet of things (IoT), virtual and augmented reality, and big data.

James Lawrence | Head of Data Science | Behavioural Insights Team

James has managed and delivered data science projects in policing, children's social care, road safety, and targeting government inspections. Before joining BIT, James worked as a statistical consultant for RSA insurance UK, applying machine learning techniques to predict customer behaviour. He has also conducted and published statistical ecology research into the population dynamics of North American wildlife, using statistical simulation techniques. James holds a MMath and BA from the University of Cambridge.

Louise Clarke | Head of Recruitment | Crimson

Louise is a passionate recruitment professional with 19 years' experience recruiting for the technology industry. She has a breadth of industry knowledge across the financial services, retail, automotive, and IT consultancy sectors with demonstrable expertise in search and selection and campaign management. Her background includes consultant and management positions at La Fosse, Robert Walters, and Aston Carter. Louise joined Crimson five years ago to enhance the permanent recruitment service offering. She is now responsible for the business area.

Rob Grimsey | Director | Harvey Nash Group

Rob's team is responsible for the research, thought leadership, branding and communications of Harvey Nash. They write and publish the world's most respected IT leadership survey, launched the world's first recruitment iPad app, and manage events attended by 1500 people each year in 20+ countries. Prior to Harvey Nash, Rob was a management consultant in Accenture, where he was an expert in digital customer strategies and UX design. His passion is simplicity. His favourite quote is: 'Perfection isn't achieved when there's nothing more to add. It's when there's nothing more to take away.'

Martin Sadler | Interim CIO, Digital Leadership Coach, Co-Founder | Digital Gaps

Martin is a consultant that works developing services, creating solutions, and overseeing digital transformations within exciting and successful organisations. He also provides digital leadership training through his company CIO Download, sharing essential management procedures and tools with aspiring CIOs. In his current role as IT Director at Sandwell and West Birmingham NHS Trust, Martin has been charged with galvanising the entire IT landscape through new processes, technologies, and employee engagement. Moreover, Martin has worked across several sectors, including; government, finance, technology, and international retail. Notable companies he's worked for include; Missguided, Fujitsu Services, and Financial Services Authority.

Mark Cotton I CRM Practice Lead | Crimson

Mark has been working for Microsoft Gold Partner organisations for almost 20 years, delivering solutions across a broad spectrum of sectors. He began his career as a hardware engineer before progressing into solution design. For the last 15 years', he has specialised in developing Microsoft Dynamics CRM-based solutions and he now heads-up Crimson's Microsoft Dynamics practice. Mark is a leader that takes a 'people-first' approach with both his team and his clients. His passion for technology is limitless and his primary aim is 'customer delight'.

Ashleigh Petrie | Product Manager | Money Box

Ashleigh has worked in product engineering and development for just over six years. She began her career at Jaguar Land Rover, and then she moved into the financial sector working at fresh-thinking disruptor Tandem Bank. At Moneybox, Ashleigh is responsible for researching, defining, and delivering new product opportunities. She focuses on engaging and understanding users, and ultimately aims to deliver market leading services that will set Moneybox apart from its competitors.

Jordan Wheat | Microsoft New Business Consultant | Crimson

Jordan has nearly ten years' experience supplying Microsoft solutions to deliver digital transformation projects within blue chip organisations. Beginning his career in a Microsoft apprenticeship academy, Jordan now specialises in assisting senior stakeholders to bring about change through technology, digital customer experience, and employee engagement. His philosophy is "Technology doesn't change an organisation. People do". He currently manages a wide portfolio of clients across the property, construction, and higher education sectors.

Keith Coats | Global Leadership Expert | TomorrowToday Global

Keith's primary focus is 'leadership in a changing world'. He analyses the shifts required of leaders and organisations in both their thinking and practice. Allied to this focus area are future trends, disruptions, diversity, and bringing out the best in those you lead. As founding partner of TomorrowToday, Keith has had the privilege of working with many blue-chip companies at senior level, including; Boeing, Credit Suisse, Nestle, Deutsche Bank, ING, Danone, Vodafone, Topshop, Standard Chartered, KPMG, Deloitte, and Nokia.

Peter Chapman | Head of Big Data & Advanced Analytics | Vodafone

Peter has a PhD, MBA and 20 years' experience in software development, IT, data analytics, and executive leadership roles across several industries, including; telecommunications, aerospace, defence, petrochemical, and marine. At Vodafone, Peter is leading the development of a big data, machine learning and AI capability. Prior to this, Peter most recently worked as CTO at Optimised Systems and Solutions a subsidiary of Rolls-Royce, where he led the transformation of their technology, data analytics, and IT functions. He also developed a data science and machine learning practice and delivered 'analytics as a service' solutions for Rolls-Royce and its customers.
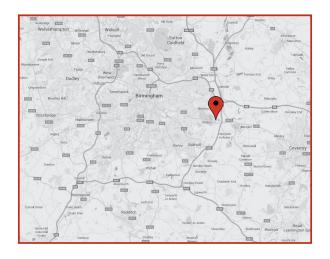
crimson
INNOVATION
CONFERENCE

WHEN: Tuesday 9 April
TIME: 09:00 - 18:00
WHERE: Vox Conference Centre, Birmingham

{ **BOOK YOUR FREE TICKETS ONLINE AT**
WWW.CRIMSON.CO.UK/EVENTS }

crimson®

The Crimson Innovation Conference is sponsored by Crimson. Crimson is a fast-moving
technology and recruitment company which specialises in the full range of IT support,
consultancy, search and selection services. Crimson is driven by people and its
reputation is built on providing products and services which genuinely reflect its values.