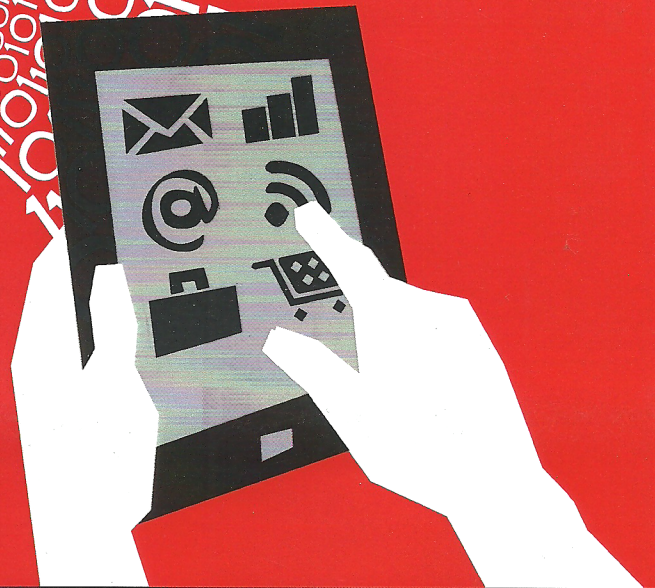




**EARLY WARNING**<sup>SM</sup>



**MANAGING  
UNCERTAINTY  
IN A DIGITALLY  
CONNECTED  
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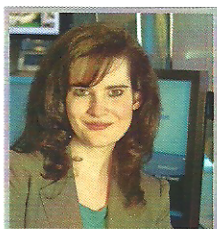
**APRIL 8-10 • PHOENIX**

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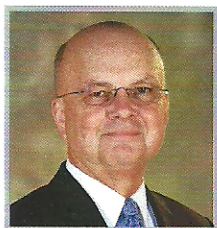


# KEYNOTE SPEAKER BIOS



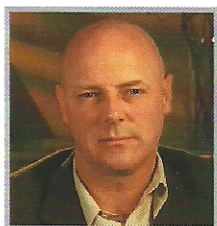
**ALLISON CERRA**

As Vice President of Marketing, Communication, and Public Affairs for Alcatel-Lucent's Americas region, Allison Cerra oversees the global giant's marketing programs and consumer research throughout North and South America. She is also a prolific writer, most recently co-authoring *Transforming Business: Big Data, Mobility, and Globalization* in 2012. Previously, she co-authored *Identity Shift: Where Identity Meets Technology in the Networked-Community Age* and *The Shift: The Evolving Market, Players and Business Models in a 2.0 World*, both of which examine how Internet proficiency has blurred the boundaries between the virtual and real.



**GENERAL MICHAEL HAYDEN**

General Michael Hayden is a Principal at the Chertoff Group, a global security consultancy. Prior to that he served as both the Director of the CIA (2006–2009) and Deputy Director of National Intelligence (2005–2006), where he oversaw operations of the entire intelligence community, including the CIA, the National Security Agency (NSA), the National Geospatial-Intelligence Agency and the National Reconnaissance Office. During his 41-year career with the Air Force, General Hayden served as Commander of the Air Intelligence Agency, Director of the Joint Command and Control Warfare Center and occupied numerous senior staff positions at the Pentagon.



**SHAWN HENRY**

Recently profiled in the *Los Angeles Times* and on *NPR* and *Fox News*, Shawn Henry is President of CrowdStrike Services, a global security technology company focused on helping organizations and governments secure their data and protect their intellectual property. He is the former FBI Executive Assistant Director, where he was responsible for all of the agency's criminal and cyber programs as well as its worldwide investigations and international operations. As an FBI Special Agent, Mr. Henry served in a wide range of operational and leadership positions, including Assistant Director of the Washington field office. He also helped create the National Cyber Investigative Joint Task Force.



**KEVIN SLAVIN**

A member of the MIT Media Lab, Kevin Slavin has also served as an advisor for an array of startup companies, as well as some of the world's largest corporations and media outlets. Several of Mr. Slavin's past ventures have been profiled in the pages of *The Wall Street Journal*, *The New York Times*, *Wired*, *BusinessWeek* and *Fast Company*. In 2008 he co-founded AFK Labs, designing next-generation responsive environments. Mr. Slavin has taught at NYU's Interactive Telecommunications Program and The Cooper Union for the Advancement of Science and Art.



**CHRIS SWECKER**

Chris Swecker is an Attorney, Security Consultant and retired Assistant Director of the FBI's Criminal Investigative Division. He also is the former Head of Corporate Security at Bank of America Corporation. While with the FBI, Mr. Swecker served in many executive and supervisory positions in field offices around the world and oversaw investigations involving terrorism and money laundering worldwide. He joined the agency as a Special Agent in 1982. Prior to that, he was Assistant District Attorney for the First District of North Carolina. He is a member of the North Carolina and Virginia State Bar Associations and currently practices law in North Carolina.



# TUESDAY, APRIL 9 MORNING

## General Session: Utilizing Algorithms, Technology and Data

Grand Saguaro East-West

**8:00 AM – 8:10 AM**

### Opening Remarks

Paul Finch, Chief Executive Officer,  
Early Warning

**8:10 AM – 9:15 AM**

### Math Gone Wild: The Rise of Algorithms

Kevin Slavin, Entrepreneur,  
Consultant and Educator

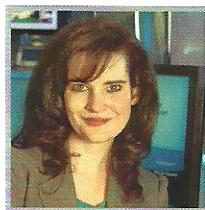


Sophisticated, digital platforms now shape how we live and work. Those platforms, in turn, are defined by new technologies and networks. But a third component – algorithms – is playing an increasingly important role in our digitally-connected world. Kevin Slavin, who is a ground-breaking theorist in the study of algorithms, will discuss their rise, how governments and industries have put these mathematical models to work and how they will continue to shape the future.

**9:15 AM – 10:15 AM**

### Identity Meets Technology

Allison Cerra,  
Executive and Author



The billions of mouse clicks, channel changes and GPS updates that are recorded each day form a constellation of preferences, patterns and relationships that enable companies to personalize the goods and services they provide. Executive and author Allison Cerra has written extensively on this phenomenon.

Join her as she discusses how today's 24/7 connectivity has changed our understanding of identity while increasing our ability to separate the factual from the virtual.

**10:15 AM – 10:30 AM**

### Refreshment Break

**10:30 AM – 12:00 PM**

### A Big Discussion About Big Data

- How can our industry leverage the volume and velocity of our data to better monitor and manage risk?
- How does our industry ensure the right data is used – and for the right reasons?
- How do we make certain that consumers' privacy is protected and our data is safeguarded?

Early Warning has brought together today's top privacy experts and data-industry influencers to discuss these questions and more!

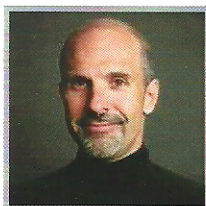
#### Panelists:



Chris Hoofnagle,  
Moderator



Sharon Anolik



Jeff Jonas



Jules Polonetsky



Peter Swire

**12:00 PM – 1:00 PM**

## NETWORKING LUNCHEON

Please join us on the Ballroom Lawn for lunch and an opportunity to network with your peers.

