



INVENTING YOUR FUTURE:

Accelerating Success
Through Technology



3:00 – 4:00PM

Kresge Little Theater

Cashing in on Your Data

Moderator:

Barb Wixom, Principal Research Scientist, MIT CISR

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Generating value from data



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Generating value from data



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Data monetization defined

“Exchanging information-based products and services for legal tender or something of perceived equivalent value.”

Wixom, B. H. “Cashing In on Your Data,” MIT CISR
Research Briefing, XIV, 8 (August 2014)



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What is the secret to data monetization?



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Colin Mahony
SVP & GM, Big Data
HP



Don Stoller
EVP Operations
and Sales Support
Healthcare IQ



Jessica Donohue
Chief Innovation Officer
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