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MassTLC D3: Data, Development, & Drive Software Dev Conference

Tell a Friend

10/6/2016**When:** 10/06/2016
12:00pm-5:30pm**Where:** Microsoft NERD Center
1 Memorial Dr #1
Massachusetts
United States**Contact:** Mike Johnson
Mike@masstlc.org[« Go to Upcoming Event List](#)

Data, Development, & Drive – Pushing the Throttle on Innovation

KEYNOTE



Andrew Lewman
CRO
Farsight Security

KEYNOTE



Blade Kotelly
VP Design & Consumer Experience
Jibo



Ben Alamar
Director of Sports Analytics
ESPN



David Blair
Chief Product Officer
Sonian



Pete Chestna
Dir. Developer Engagement
Veracode



Paul Cormier
Pres., Products +Tech
Red Hat Software



Danielle Greshock
Mgr., Solutions Architect
Amazon Web Services



Gary Jackson
CEO
Codiscop



Matt Morris
Sr. Sports Analytics Developer
ESPN



Giorgio Natili
Engineering Lead
McGraw-Hill Education



John Purcell
Vice President, Products
SmartBear Software



Raza Shaikh
CTO
NorthBay



Frank Tino
VP Product Development
QuickBase



Lee Weiner
Chief Product Officer
Rapid 7



George White
SVP, Innovation
Cantina



Julie Yoo
Chief Product Officer
Kyrus

The D3 Conference is your opportunity to gather with and learn from some of the most innovative designers, developers, product, and process people in the country. This one day conference will feature tracks for managers and hackers with inspiring keynotes that will push you to innovate in your projects and products.

AGENDA

Registration/ Networking

Opening Keynote: The Impact of Growing Up in an Age of Innovation

Andrew Lewman, CRO, Farsight Security and former Executive Director of the Tor Project

Break

Breakout Sessions 1

How Data Insight Tools Have Changed the Game at ESPN

- Benjamin Alamar, Director of Sports Analytics, ESPN
- Matt Morris, Senior Sports Analytics Developer, ESPN

Developer Driven Security - A Paradigm Shift in Approach

- Gary Jackson, CEO, Codiscop

Break

Breakout Sessions 2

Teaching "Old Data New Tricks™": How & When to Leverage a Cloud-Based Data Lake

- Raza Shaikh, CTO, NorthBay
- Danielle Greshock, Manager, Solutions Architecture, Amazon Web Services

The Day I Failed as a Product Manager

- John Purcell - Vice President, Products, SmartBear Software MODERATOR
- David Blair - Chief Product Officer, Sonian
- Lee Weiner - Chief Product Officer, Rapid 7
- Julie Yoo - Chief Product Officer, Kyrus

Breakout Session 3

Reactive MVP

- Giorgio Natili - Engineering Lead, McGraw-Hill Education

Feature, Product, or Pivot - Understanding What to do with Innovation

- George White, SVP, Innovation, Cantina
- Frank Tino, VP Product Development, QuickBase

From Waterfall to Secure DevOps: A Case Study

- Peter Chestna, Director of Developer Engagement, Veracode

Closing Keynote

Design Thinking & Radical Innovation: Exposed and How to Manage It

- Blade Kotelly, Senior MIT Lecturer and VP Design & Consumer Experience, Jibo

SESSION DESCRIPTIONS

OPENING KEYNOTE: Andrew Lewman

The Impact of Growing Up in an Age of Innovation

Every day, we see data breaches and hacks in the news. Even with rapid innovation from the cybersecurity industry, the criminals are winning by a landslide. Andrew will share insights from his personal and professional experiences working alongside national intelligence and law enforcement agencies, and with company leaders, on how to help turn the tide on security breaches through the innovation, design, and development process. We'll learn how growing up in an age of innovation affects the thinking and possibilities for tomorrow.

How Data Insight Tools Have Changed the Game at ESPN

ESPN's Sports Analytics Team develops cutting edge tools using machine learning and intensive data abstraction algorithms to turn complex data into new insights for fans. The field is evolving quickly and is transforming the fan experience. Join the conversation and glean insights into the technologies and strategies you can use to up your game and provide the best experience for your customers.

Our Speakers:

- Benjamin Alamar, Director of Sports Analytics, ESPN
- Matt Morris, Senior Sports Analytics Developer, ESPN

Developer Driven Security - A Paradigm Shift in Approach

We now live in an age where the lines between development and operations has become blurred and more than ever applications are deployed in small pieces to various platforms in varying states of maturity. Testing and QA practices have adapted to meet this new paradigm, so why then hasn't the way we ensure the security of our applications? In this session we will explore:

- The shift to the developer understanding and owning security requirements
- The role of the security champion on development teams and how to effectively build it into the application
- How to successfully build security into the product

Our Speakers:

- Gary Jackson, CEO, Codiscopes

Teaching "Old Data New Tricks"™ How and When to Leverage a Cloud-Based Data Lake

Cloud based data platforms are leveraging the power of the Data Lake to manage the growing amounts of structured and unstructured data. In this session, we'll review what a modern cloud-based Data Lake looks like, an overview of a real world customer example, and how you can use a Data Lake in conjunction with your existing on-premise or cloud-based EDW. We will also discuss what best practices you need to consider for any Big Data project.

Our Speakers:

- Raza Shaikh, CTO, NorthBay
- Danielle Greshock, Manager, Solutions Architecture, Amazon Web Services

The Day I Failed as a Product Manager

It's said that product managers are mini-CEOs within organizations and with that comes a huge amount of responsibility, and a great fear of failure. Come hear from current leaders in the field as they share their failures across the product management life-cycle, the key lessons learned, how to recover and how to "fail forward".

Our Speakers:

- John Purcell - Vice President, Products, SmartBear Software
- David Blair - Chief Product Officer, Sonian
- Lee Weiner - Chief Product Officer, Rapid 7
- Julie Yoo - Chief Product Officer, Kyruus

Feature, Product, or Pivot: When and How to Capitalize on Innovation from Within

We've all had that moment where a new "sure hit" product or product improvement backfires, or wasn't the homerun you thought it would be. Or, the time when someone in your organization proposes an idea that turns your company's core product on its head, or takes you in a direction you had never thought of. Hear from leaders who have been through it and can answer what to do, when to do it, and what are the considerations you need to take into account before launching into what can often be a xx decision for your company.

Our Speakers:

- George White - SVP, Innovation, Cantina
- Frank Tino - VP Product Development, QuickBase
- Paul Cormier - EVP Engineering, Red Hat

Reactive MVP

The model view presenter (MVP) is a robust architecture that promotes the usage of single purpose and testable components in your app. However, MVP does not advocate any design to manage concurrent or async events. To solve this problem, we can use Android Executors and AsyncTask or we take advantage of RxJava. In this talk, our speaker will highlight how you can compose RxJava with MVP to create both a robust architecture and logical concurrency flow improving the readability and testability of your code.

Our Speakers:

- Giorgio Natili - Engineering Lead, McGraw-Hill Education

From Waterfall to Secure DevOps: A Case Study

As you consider the shift from waterfall, to agile, and eventually DevOps, there is more to think about than just architecture. Peter Chestna, the director of developer engagement at Veracode, led Veracode's own transition from Waterfall to DevOps and in turn has helped hundreds of customers do the same. Join us as Peter shares his own case study, how Veracode reengineered its own architecture but more importantly the overall process including team structure, the technologies to build a robust pipeline, security considerations and the cultural shifts required to achieve success.

Our Speakers:

- Peter Chestna, Director of Developer Engagement, Veracode

Closing Keynote: Blade Kotelly, Senior MIT Lecturer and VP Design & Consumer Experience, Jibo

Design Thinking & Radical Innovation: Exposed and How to Manage It

Design thinking, the latest business term-du-jour, helps designers and teams make faster, better design decisions during the product development process. During this keynote, MIT Senior Lecturer, Blade Kotelly will share his new theory of design-thinking. He'll reveal what actually happens in the minds of designers, why some executives are successful at managing

innovation, and why most fail. He will also reveal some of the top characteristics all great design has in common, and how you can be more effective at managing creatives and the innovation process by knowing them.

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Cancellations for paid tickets must be received at least five business days prior to the event and a \$25 cancellation fee will apply. There are no refunds for cancellations received less than five days before a program. You may exchange your registration at any time with another employee at your company at no extra charge.

Tickets

THU, OCT 6, 2016 AT 12:00 PM - THU, OCT 6, 2016 AT 5:30 PM


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