



Data and Artificial Intelligence Strategy: A Conceptual Enterprise Big Data Cloud Architecture to Enable Market-Oriented Organisations.

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Abstract:

Market-Oriented companies are committed to understanding both the needs of their customers, and the capabilities and plans of their competitors through the processes of acquiring and evaluating market information in a systematic and anticipatory manner. On the other hand, most companies in the last years have defined that one of their main strategic objectives for the next years is to become a truly data-driven organisation in the current Big Data context. They are willing to invest heavily in Data and Artificial Intelligence Strategy and build enterprise data platforms that will enable this Market-Oriented vision. In this paper, it is presented an Artificial Intelligence Cloud Architecture capable to help global companies to move from the use of data from descriptive to prescriptive and leveraging existing cloud services to deliver true Market-Oriented in a much shorter time (compared with traditional approaches).

Biography:

Caio Moreno is a Big Data Architect, Data Scientist and Data and AI Solution Architect with 18 years of professional experience, working for companies like AOL (America Online), Pan American Health Organization, IT4biz (CEO and Founder), Hitachi Vantara, Pentaho, and many companies and governments in multiple countries and continents. He is currently a part-time Ph.D. Student at Complutense University of Madrid and Advanced Analytics Manager at Avanade London Office (An Accenture and Microsoft owned company). He holds a master's degree in Business Intelligence and Data Mining at the Complutense University of Madrid, a specialization in Data Science at University Camilo José Cela (UCJC)/U-TAD, an MBA at Getulio Vargas Foundation (FGV-SP) and a Specialization in Software Development/Java at The Federal University of Technology - Paraná (UTFPR). His main field of research is focused on Data Science, Big Data, IoT, Cloud and AutoML (Automated



Machine Learning) applied to Marketing and in the financial sector. He has been a professor at The State University of Western Paraná (UNIOESTE) - Brazil (2010-2012) and EOI (Escuela de Organización Industrial) - Spain (2016-2017). Also, a public speaker in many international events in Brazil, Europe, Africa and USA. Fluent in English, Spanish and Portuguese. He is married and has 2 daughters.

Publication of speakers:

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