



## Todd Cullen, Global Chief Data Officer of Ogilvy and Mather Speaks at IFE Media & Technology Roundtable

On Monday, December 2, 2013, His Excellency Jean-Louis Wolzfeld, the Ambassador of Luxembourg to the United States hosted the Institute for Education's Media and Technology Roundtable (MTR) with honored guest, Todd Cullen, Global Chief Data Officer of Ogilvy and Mather. The roundtable was held at the elegant Embassy of Luxembourg and commenced with welcomes from Ambassador Wolzfeld and IFE founder and CEO, Coach Kathy Kemper.

Mr. Cullen was introduced by Personal Inc., co-founder and CEO and MTR co-founder, Shane Green, who described him as being in, "the cockpit of innovation around big data," and as "having the bird's eye view of harnessing its power and adapting it to a rapidly shifting technological landscape."

Over an exquisite dinner complemented by fine Luxembourg wine, Mr. Cullen facilitated a lively and thought provoking discussion on big data. He discussed its implications for organizations and individuals, and how his company has invested in working to make big data more accessible, sustainable and invaluable to its clients.



*Pictured from left: Todd Cullen with H.E. Jean-Louis Wolzfeld; Joann Ke, Coach Kathy Kemper, R. David Edelman, and Nick Ammann; Nancy Roman, Esther Dyson & Shane Green; and Todd Cullen and James Valentine.*

While the collection of data from individuals is not a new phenomenon, the Internet, evolved technology and new media have transformed how information is collected, synthesized, and applied to marketing and research. More and more, companies and organizations are working to collect more detailed data about individuals and use it efficiently.

Guests echoed the theme of Mr. Cullen's talk during an engaging question and answer session. Of discussion were the positive and negative impacts of data collection, the monetization of data, and ownership and privacy concerns that surround its use.

With the current national focus on healthcare and the Affordable Care Act, the implications of big data in this sphere were on the minds of many during the Q&A. Guests raised points on the potential for data collection to be used to target healthy individuals with favorable health care plans, how data can be used by medical professionals to transform the way individuals receive care, and how data has the potential to significantly improve health outcomes. Similarly, with the topic of privacy being of current discussion in media and the public sphere, it was also discussed during the Q&A.

While some guests felt that data used to target their individual preferences helped make their Internet experiences more favorable through advertising and recommendations on subjects ranging from books to social media updates from friends and family, others viewed this use of data as intrusive.

Guest also raised the question of what privacy means in a culture centered on the Internet and use of social media. One guest stated that while society worries about the National Security Agency and government having access to their most private moments, they are voluntarily broadcasting this information for the world to see. Others countered with the fact that, as data becomes used more widely, social media users also become more aware of their privacy and how they can protect it.

As, the discussion closed with gratitude and well wishes from Coach Kemper and Ambassador Wolzfeld, the general sentiment of the evening was the importance of big data to everyone. Companies and organizations must fully understand big data, what it means to them, and how they can use it to effectively reach their target audience and desired outcomes. Similarly, consumers must be fully aware of the collection of their data and its impacts on their privacy.

Big data is transforming the way we look at the world. As technology allows us to find new and more effective ways to collect and analyze data, the power and potential of data continues to create endless possibilities.

Attendees at the dinner also included Dr. Amy Geng, IFE Innovation; IFE Founder James Valentine, Valentine and Company; R. David Edelman, White House Senior Advisor, IFE Fellow; Josh Galper, Personal, Inc.; Nick Ammann, Apple, Inc; Esther Dyson, EDventure Holdings; Greg Farmer, Qualcomm; Peter Greenberger, Twitter; Adam Hanover, The Carlyle Group; Noah Pepper, Twitter; Adam Riggs, White House Presidential Innovation Fellow; and Nancy Roman, Capital Area Food Bank. Also in attendance were IFE Fellows Joanne Ke, The World Bank and Genelle Quarles, Burness Communications.

*Written by IFE Fellow Genelle Nicole Quarles.*

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