

The Churchill Club Presents 'The Big Data Effect'

MOUNTAIN VIEW, Calif. – (Marketwire – Dec. 1, 2011) – The Churchill Club, Silicon Valley's premier business and technology forum, will host a dinner event on Wednesday, December 7, 2011 titled "The Big Data Effect."

The event will feature a provocative panel of thought leaders from Accel Partners, Factual, Greenplum, SAS, @Walmartlabs, and McKinsey Global Institute, discussing the implications of the rising big data trend. Some of the questions that will be addressed include: Is big data really an emerging market with lots of innovation, startups, job creation on the horizon? Why did it suddenly become possible? What are the obstacles, and the most promising areas of opportunity? How do you make it real in your organization?

When: Wednesday, December 7

Who: Keith Collins, Senior Vice President and Chief Technology Officer, SAS
Gil Elbaz, Founder and CEO, Factual
Ping Li, Partner, Accel Partners
Luke Lonergan, Chief Technology Officer, Vice President and Co-Founder, Greenplum, an EMC Company
Anand Rajaraman, Senior Vice President, Walmart Global E-Commerce & Head, @WalmartLabs
Michael Chui, Senior Fellow, McKinsey Global Institute (Moderator)

Sponsors: Greenplum, an EMC Company
SAS
Brocade

Schedule: Registration: 5:30 p.m.
Buffet: 6 p.m.
Program: 7 p.m.

Where: [Computer History Museum](#)
1401 N. Shoreline Blvd
Mountain View, CA 94043

Links: [Churchill Club Blog](#)
[Facebook Page](#)
[Twitter Profile](#)
[YouTube Channel](#)

Registration: To register for this program or for more information, please visit www.churchillclub.org.

About Churchill Club: The Churchill Club is an internationally-respected independent business and technology forum located in Silicon Valley, where CEOs, thought leaders, global Business executives, innovators, and senior political leaders meet to discuss and debate, inform and educate, forecast and evaluate. Founded in 1985, the Club is known for its smart, provocative conversations on the most current leadership and innovation topics. Its 7,000 individual and corporate members include senior executives from market-leading companies, investors, and entrepreneurs. Recent speakers to the Club include Michael Dell, founder, chairman & CEO, Dell; Larry Ellison, founder, chairman & CEO, Oracle; Jim Goodnight, chairman & CEO, SAS; Michael Eisner, former CEO, the Walt Disney Company; Ursula Burns, Chairman and CEO of Xerox, Jeff Weiner, CEO of LinkedIn; and Reed Hastings, founder & CEO of Netflix. Further information about the Churchill Club, a 501(c)(3) organization, can be found at www.churchillclub.org.

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