



LatentView

Actionable Insights • Accurate Decisions



#LVRoundtable

# LatentView Twelfth Analytics Roundtable

## The roadmap to optimal analytics maturity

Feb  
07

San Francisco, 2020

 **Date:** Friday, February 7, 2020  **Time:** 9.30 a.m. - 1.00 p.m.  **Venue:** The Four Seasons, San Francisco

### About: LatentView Analytics Roundtable

LatentView's Analytics Roundtable Series is designed to help data and analytics leaders understand newly emerging trends and technologies that will impact consumer behaviour and business. The event provides a platform for thought leaders to share unique insight into the innovations that are driving success in the world's leading organizations.

These by-invitation events are just the right size to facilitate open discussions that ensure all participants leave feeling more prepared for the digital future. Join top industry minds at the roundtable and share challenges and best practices with pioneers in the analytics field.

Previous participants have included business leaders from companies as diverse as Adobe, Revlon, BMW, PepsiCo, United Airlines, PayPal, Microsoft, eBay, Whirlpool, to name a few. The popularity of LatentView's Analytics Roundtable Series has seen this event travel not just across the United States - New York, Seattle, Chicago, San Francisco, but also to Europe. The most recent one being held at the Ritz Carlton in San Francisco.

**15+** Industry  
Leading  
Speakers

  
**50+**  
Senior Level  
Attendees

  
**40+**  
Fortune 500  
Company  
Delegates

**6+** HOURS  
OF PREMIUM  
CONTENT

**8+** HOURS  
NETWORKING TIME

**85%** RATED  
THE EVENT  
EXCELLENT

**87%** WOULD  
RECOMMEND  
THIS EVENT

**5+** CUTTING-  
EDGE PRODUCT  
DEMOS

INDUSTRY CASE STUDIES AND  
BEST PRACTICES

## Highlights: Past roundtables



- New York
- Chicago
- San Francisco
- Seattle
- Amsterdam
- Munich

**John Copeland** Leader – Marketing & Customer Insights, Adobe, delivers the keynote on “**Changing the world through digital experiences,**” at the SFO roundtable

## Highlights: Past speakers

- **John Copeland**  
Leader – Marketing & Customer Insights, Adobe
- **Reed Cundiff**  
CEO, Kantar
- **Glenn Fodor**  
SVP – Competitive Intelligence, First Data Corporation
- **Rahul Mehrotra**  
SVP – Strategic Initiatives, Revlon & Elizabeth Arden
- **Egbert van Acht**  
CEO, Health & Wellness, Philips Consumer Lifestyle
- **Jens Monsees**  
VP Strategy Digitalization, BMW Group
- **Simon Bailey**  
Head of Business Insights, Aberdeen Standard Investments
- **Moritz Klämt**  
Global Digital Director, Henkel

### What attendees liked:

- ✓ Product demos
- ✓ Client success stories
- ✓ Quality of content
- ✓ Real-life examples

### About: LatentView Analytics

LatentView Analytics is a leading global data and analytics service provider helping companies turn data into actionable insights to gain competitive advantage. As a trusted analytics partner to the world's most recognized brands, LatentView solutions provide a 360-degree view of the digital consumer, fuel machine learning capabilities and support artificial intelligence initiatives. LatentView's success is driven by a commitment to deliver unrivalled analytics solutions that enable Fortune 500 companies in the retail, CPG, BFSI, high tech, healthcare and other sectors to predict new revenue streams, anticipate product trends, improve customer retention, optimize investment decisions and turn unstructured data into a valuable business asset. LatentView has offices in Princeton, N.J., San Jose, Calif., London, Singapore and Chennai, India with more than 600 employees globally.

For more information, please visit [www.latentview.com](http://www.latentview.com) or follow us on [LinkedIn](#).