

# Bloomberg Welcome

On behalf of Bloomberg, and particularly the technology and design organizations within Bloomberg, we are pleased to welcome you to “KDD at Bloomberg.”

Bloomberg sits at the intersection of technology, data and finance. We recognize that we have a unique opportunity to leverage our strengths to drive meaningful change, while we also create competitive advantage and value for our customers. It is why we are so excited to be a part of the SIGKDD’s annual flagship KDD 2014 conference, which has a special focus on applying data science to improve civic and social outcomes.

Data scientists have a tremendous opportunity to contribute to the most pressing problems faced by policy makers today. Since the inception of our company, we’ve shown that data is crucial to making informed decisions, and that it can also have a broader societal impact. This event presents an excellent opportunity to help bring together communities that are ideally positioned to help address society’s greatest challenges.

Through our event researchers and participants will be able to engage with practitioners, policy makers and activists engaged in NGO’s. We hope that together they will discover opportunities to utilize data science in socially relevant application domains like public health, medicine, urbanization and geopolitical disparity. Our motivation is to explore how technical innovation around data-driven analytics can identify new opportunities and accelerate solutions to pressing societal issues like climate change or the spread of disease.

We hope that by partnering with KDD, we are creating a platform so that industry and academic research can come together to generate not just a conversation but more importantly concrete, measurable actions that will help make the world a better place.

**Vlad K.**

*Bloomberg Head of R&D*

**Shawn E.**

*Bloomberg CTO*