

## **Tech@Tuck 2007 to focus on consumer data collection and privacy protection**

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**CONTACT: Kim Keating—[kim.keating@dartmouth.edu](mailto:kim.keating@dartmouth.edu)**

Hanover, N.H.— What kind of information do businesses collect about consumers? How do they extract value from that data and use it to improve a product or service? What challenges do different industries face in collecting and applying this data? What benefits should consumers expect in exchange for sharing their personal information?

On January 10, the Center for Digital Strategies at the Tuck School of Business at Dartmouth will hold their ninth Tech@Tuck event, entitled “Managing Consumer Data: Improving Service and Protecting Privacy.” The half-day event, presented in collaboration with the Hopkins Center for the Arts and the Dartmouth Centers Forum, will look at these issues and examine how firms make decisions about the type of consumer data they collect and use to enhance their business. The event is open to the public.

Tech@Tuck will be comprised of the following series of programs:

- **Mid-day Information Sessions**, featuring presentations from Anderson Analytics, the Customer Respect Group, Epsilon Consulting, Experian, Facebook, Kayak.com, Save the Children and more.
- **A Panel Discussion** on “Managing Consumer Data,” including panelists:
  - Anke Audenaert, vice president of Content Optimization at Yahoo!;
  - Deirdre Evens, director of Member Insight at BJ’s Wholesale Club;
  - Craig Goldberg, chief privacy officer from Time Warner Cable;
  - Chris Kelly, vice president and chief privacy officer at Facebook; and
  - Amy Weinberg, vice president of Customer Insight at Starwood Hotels Worldwide.

John Marshall, adjunct associate professor of business administration at the Tuck School and an expert in marketing and technology management, will moderate the panel.

- **A Preview** by Builders Association artistic director Marianne Weems, who will talk about the genesis behind the new play *SUPER VISION*, a timely comment on identity in the digital age. The play, co-hosted with the Hopkins Center for the Arts, will have performances on January 12 and 13 (see below).

The programs will explore whether knowing more about consumers can enable firms to create better, more efficient products or services, build stronger, more profitable customer relationships, and anticipate new customer needs. Presenters and panelists will address

the business case for using personal data in products and services, as well as the ability to manage it securely - prompting larger discussions about whether better privacy and security can lead to increased trust and more relevant consumer data, and how companies and consumers can work together to manage their data effectively and securely. The event supports this year's Dartmouth Centers Forum theme of Freedom and Technology.

On January 12 and 13, the Center for Digital Strategies and the Hopkins Center for the Arts will present performances of the Builders Association's new play *SUPER VISION*, which builds on the 2007 Tech@Tuck theme and uses cutting-edge animation and technology to provide a timely comment on identity in the digital age.

For more information about Tech@Tuck, please visit the event website at [www.tuck.dartmouth.edu/tech@tuck](http://www.tuck.dartmouth.edu/tech@tuck).

Further information about *SUPER VISION* and ticket information is available on the website for the Hopkins Center for the Arts at [www.hop.dartmouth.edu/supervision](http://www.hop.dartmouth.edu/supervision).

The Center for Digital Strategies at Tuck promotes the development and practice of digital strategies—the use of technology-enabled processes to harness an organization's unique competencies, support its business strategy, and drive competitive advantage. Tech@Tuck, sponsored by the center, is a series of events for the Tuck and greater Dartmouth community that highlight digital technologies and their implications for business and personal life.

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