

Candidate for Chair

Usama M. Fayyad
Open Insights, LLC, Bellevue, WA, USA

BIOGRAPHY

Academic Background:

Ph.D., University of Michigan, 1991, Computer Science & Engineering.

Professional Experience:

Chief Executive Officer, Open Insights, LLC, Bellevue, WA, USA, 2008 – Present;
Chief Data Officer and Executive VP, Yahoo! Inc., Sunnyvale, CA, USA, 2004 – 2008;
President & CEO, DMX Group, LLC and Revenue Science Inc., Bellevue, WA, USA,
2000 – 2004.

Professional Interest:

Data Mining, Data Strategy and Data Management; Internet Search Technology and On-line Marketing; Data Warehousing, Database Systems, and Business Intelligence; Machine Learning, Data Mining; Statistical Pattern Recognition, Artificial Intelligence.

ACM Activities:

Director and Treasurer (since 2006), SIGKDD, 2000 – 2009;
Program Committee Co-Chair, SIGKDD 2006 Industrial Track, SIGKDD, 2006;
Founding Editor-in-Chief, SIGKDD Explorations Newsletter, SIGKDD, 1998 – 2003;
Member of Editorial Board of CACM, CACM, 1999 – 2006.

Membership and Offices in Related Organizations:

Program Committee Co-Chair, KDD-1995 Conference, AAI, 1994 – 1996;
General Chair, KDD-1996 Conference, AAI, 1995 – 1996;
Founding Editor-in-Chief, Data Mining and Knowledge Discovery Jo, Kluwer Academic/Elsevier, 1996 – 2004.

Awards Received:

ACM: ACM Fellow, 2007; Innovation Award, SIGKDD, 2007; Service Award, SIGKDD, 2003.
Other: Fellow of the AAI, 2006; U.S. Government Medal by NASA for Scientific Achievement, 1994; Lew Allen Award for Excellence in Research - By JPL/Caltech, 1993; TR-10 by MIT TEchnology Review (top 10 technologists), 2000.

STATEMENT

KDD/Data Mining has grown into an important vibrant field of scientific research and the importance of our field is growing by the day in very demonstrable ways --not just in theory but real applications touching all our lives: search engines, marketing/predictive applications, fundamental contributions in science data analysis and database technology... SIGKDD must evolve to the next level to match this maturation. I would utilize SIGKDD resources to lead the development of the following areas aggressively:

- 1) A formal public outreach and awareness program to improve the image of data mining in the eyes of the public and government -- we are not well represented and the field has suffered unnecessarily
- 2) A serious effort to build an infra-structure and data sets for benchmark tests (as in SIGIR TREC and other fields) to allow researchers and companies to compare performance
- 3) A publishing platform to represent the field including a magazine and powerful on-line presence
- 4) A more aggressive program for collaborating with academic institutions on academic curricula, courses, and professional certifications The future is bright and opportunities will only grow, but we need to play an active role in transitioning to our next phase of growth.