



Analytics

Sports & Fitness Innovation Summit

**Maximize performance with
technology & data**

September 10 & 11
Hyatt Regency, San Francisco

Confirmed Speakers



Confirmed Speakers Include

- General Manager, **MapMyFitness**
- Founder & CEO, **GOQii**
- Founder & CEO, **DietBetter**
- Co-Founder & CEO, **ShotTracker**
- Co-Founder & CEO, **LynxFit**
- CEO, **Charity Miles**
- Senior Director, Product, **Nike**
- Director, Data Engineering, **MyFitnessPal**
- Head of Data Science, **TicTrac**
- Senior Director, Wearable Tech, **Magellan**
- Director, Product Management, **Fitbit**
- Director, Informatics, **Jawbone**
- Senior Sports Technologist, **USOC**
- Head of Operations, **Race Yourself**
- Director, Product Management, **Zepp**
- Director, Product Science, **MIO Global**
- Head of Sports & Fitness, **MC10**
- Co-Founder & CEO, **Push**

One Pass. Two Summits

Gold & Diamond Pass Holders at this Summit Also Have Access to an Additional Track of Content

Sports Analytics Innovation Summit. Speakers Include: San Francisco 49ers, Golden State Warriors, Los Angeles Dodgers, Charlotte Bobcats, Atlanta Hawks, Manchester United, USOC, & more

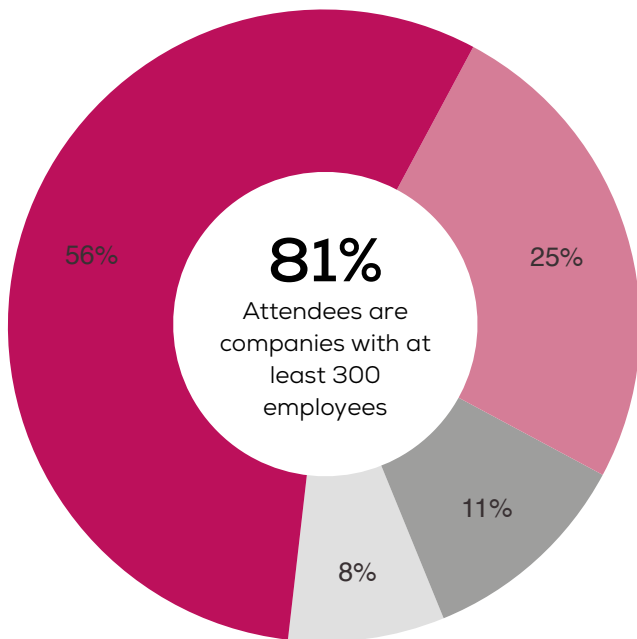
[Click Here](#) for more information

Who Will You Meet?

There is no question that IE. provides the gold standard events in the industry and will connect you with decision makers within the analytics industry. You will be meeting senior level executives from major corporations and innovative small to medium size companies.

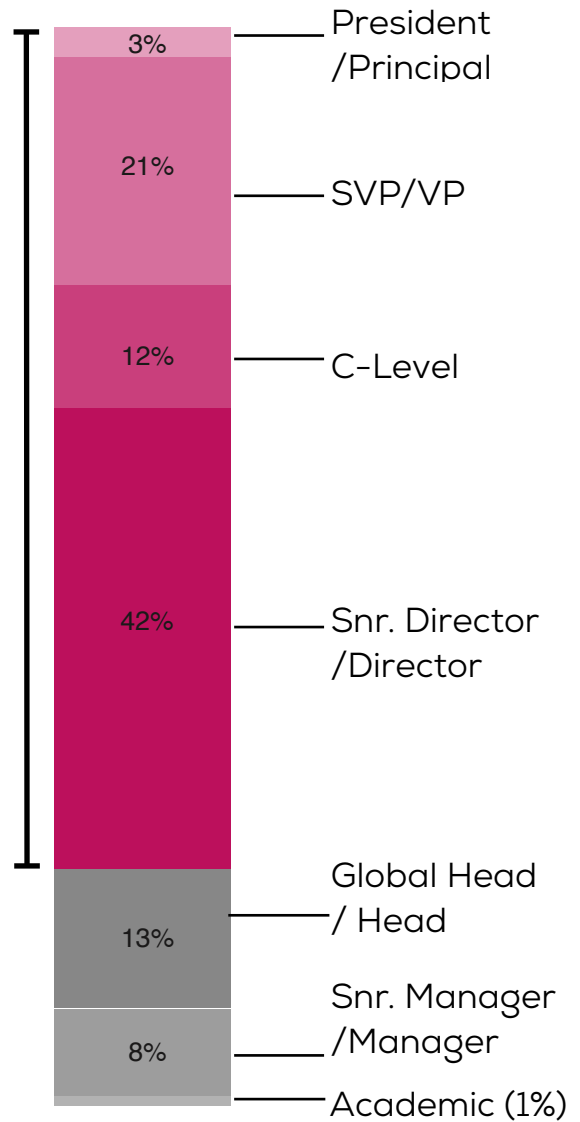
Company Size Of Attendees

- 1000+ Employees
- 300-999 Employees
- 50-299 Employees
- Less than 49 Employees



Job Title Of Attendees

78% Attendees are at Director level or above



Previous Attendees Include

- CEO, MyFitnessPal
- Manager, Sports Science Research, Under Armour
- Director, Adidas Wearable Sports
- Vice President, Garmin
- Manager, Sports Research, New Balance
- Director, NikeFuel, Nike
- Head of Fitting Science, PING

PING

GARMIN

NIKE



myfitnesspal

adidas

About The Summit

The Sports & Fitness Innovation Summit brings together acclaimed speakers and attendees for deep insight into how the fitness industry is being shaped by wearable technology and digital fitness. The summit will also address how companies and individuals are using data to create new products, track progress and innovate.

The sports and fitness industry is in a period of change in the last few years. The growth in performance tracking and wearable technology have handed the emphasis back to the individual, allowing them to make more informed insight into their fitness. Technology now makes it easier

for the individual to track their progress and reach their goals.

Illustrated with case studies, product demonstrations and insightful discussion from leaders and innovators in this rapidly growing and evolving space, the Sports & Fitness Innovation Summit offers solutions is the must attend event this year. With networking breaks and roundtable discussions also included, this event offers unique insight into the transformative power of data and technology..

Confirmed Speakers Include



Mark Gorelick

Director, Product Science & Innovation
Mio Global

Mark works at the intersection of leading-edge biomedical science and new sensing technology to ensure Mio's products are innovative, accurate and effective. Prior to Mio, Mark was an Associate Professor, Department of Kinesiology at San Francisco State University in California. Mark has published in many peer-reviewed physiology journals and presented his research in conferences all around the world. Mark's research expertise is in muscle physiology and human performance and has partnered with several global clients to managed industry-specific research programs that involved consulting on product development, corporate training, data analytics, and biomedical software design.

Innovations in Heart Rate Monitoring Biofeedback

With the growth of wearable technologies and diversity of sensing technologies, heart rate monitoring remains the single most important biometric data. By monitoring heart rate the user can measure: fitness level, fatigue, stress, calorie expenditure, workout efficiency and much more. Mio products provide an ideal solution for those fitness enthusiasts who disliked chest strap monitors or couldn't get into the habit of using them. By leveraging the interaction with smart fitness apps, we can truly engage users with content, tracking and education, incentivizing people to understand heart rate and teach them what to do with this life changing data.



Jonny Farrington

Director, Informatics
Jawbone

Jonny Farrington is fascinated with the art and science of creativity. Educated a mathematician, becoming senior research fellow at University College London in computer science (1995-97) and cognitive psychology (1990-95). Wearables team leader fusing textiles, fashion and electronics at Philips with its user centered design ethos, producing the Philips Levi's ICD+ clothing range (1997-2001). As director of informatics at BodyMedia he designed wearable medical sensors and algorithms (2001-2013). At Jawbone he creates human centred sensor and data technologies for wearables and the

internet of things (2013-present). An exhibited artist, he holds several patents and authored numerous papers on machine learning, cognition, and wearables.

Predictive Analytics for Wearable Health and Wellness Devices

In this session Jonny will cover the groundbreaking work being carried out at Jawbone in predictive analytics at both a personal and aggregate level and throws a glance at the future of prediction in health and fitness.



Confirmed Speakers Include



Rodrigo Mazorra
Head of Data Science
TicTrac

Rodrigo Mazorra is Head of Data Science at Tictrac, his work is focused on the analytics behind behavioural change. Rodrigo's main motivation is to give back relevant and actionable insights to users via personal analytics. He is passionate about using Data Science to create a better world and transforming 'data sets' into 'data assets'. Mr Mazorra is a highly quantitative professional with experience in a wide range of areas: applications of machine learning, decision sciences, finance, business analytics and business management. He holds a Masters in Research in Financial Computing from UCL and an MBA from London Business School.

Predictive Analytics at Tictrac: Powering The Insights Generation

Tictrac is the leading Quantified Self platform in the world providing rich data visualization and personal analytics to its B2C and B2B2C clients. At the forefront of Data Science, Tictrac uses predictive analytics to improve its products, understand its rich and diverse data, give back key findings to the main stakeholders and provide internal strategic insights to the business. These insights range from highlights to the singular life hacker to aggregated analytics for business clients. In this presentation you will get a flavour for the very exciting innovative projects at Tictrac, the human analytics company.



Chui Lee
Director, Data Engineering & Science
MyFitnessPal

As Director of Data Engineering & Science, Chul is responsible for the development of data products related to real-time nutrition and fitness tracking, insights and community activities at MyFitnessPal. Prior to MyFitnessPal, Chul managed a team at LinkedIn that operated several relevance engines for LinkedIn's content products like LinkedIn Pulse, LinkedIn Content Emails, Channels and LinkedIn's Publishing Platform. He also co-founded a social news startup that delivered a personalized news experience by aggregating the entire blogosphere and news sites with the combination of millions of social media signals. Chul holds Ph.D. in Computer Science from University of Toronto, where he focused on web algorithms and text mining. He also authored many patents and papers that appeared in top-tier peer-reviewed journals and conference proceedings.

Power of Crowd-Sourced Health Data

MyFitnessPal (MFP) is the leading free resource to take charge of daily health tracking. Thanks to its large user-base of over 65 million users, it has accumulated a very large amount of nutrition & fitness data. In this talk, I will share some lessons learned during the development of data-driven products using such crowd-source data with the goal of improving real-time nutrition & fitness tracking, insights and community activities of MFP's users.



Noble Ackerson
Co-Founder & CEO
LynxFit

Noble founded Byte an Atom Research and built LynxFit, virtual fitness software for wearable computers like Google Glass and smart watches. LynxFit turns wearable computers into intelligent fitness trainer, that motivates, counts and guides you on your path to a healthy lifestyle.

Data-Driven Strength & Conditioning

The ubiquitous nature, ease of use, and usefulness of wearable computers today presents a huge opportunity to better the lives of outpatients needing sports, pediatric, cardiac, or other specialty physical therapy. Today, many outpatients seeking therapy receive verbal, written or emailed daily routines to help with recovery. The physician has no quantified way of knowing if their patient is following the recommended guidelines for a full recovery. The trainer has no quantifiable data to track and measure realtime movements and performance. In my presentation. With LynxFit and a sensor capable wearable computer like Google Glass, coaches, trainers, therapists or instructors can now prescribe recommended stretches, workout of the days or daily routines for their clients.



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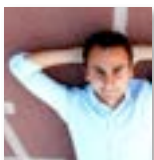


Davyeon Ross
Co-Founder & COO
ShotTracker

Davyeon Ross (@DavyeonRoss) is the co-founder and COO of ShotTracker – wearable technology that tracks and measures shot data to help basketball players improve their shooting performance. An innovative technology leader and widely recognized entrepreneur, Davyeon has more than 13 years of experience in the technology space. Prior to founding ShotTracker, he founded Digital Sports Ventures, through which he negotiated the rights to Division I college sports video across seven major conferences and had a successful exit in October 2011. He's using his basketball knowledge, technology experience and previous business success to merge the worlds of sports and technology.

The Athlete 2.0 – Measure Now for Future Excellence

Why assume you're improving when data analytics can tell you with certainty how much and how fast you're progressing? Athletes who ignore objectively monitored practice stats miss out on performance data that can bring their game to the next level. Time to meet Athlete 2.0: the data-driven, sports superstar who maximizes every practice to up their game. Join Davyeon Ross, former collegiate athlete and tech industry veteran, for an exploration into the future of wearable technology, data and sports measurement. This discussion is one part jump shot and one part jumpstarting the future via the next wave of data-driven technology.

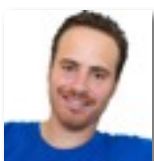


Mounir Zok
Senior Sports Technologist
USOC

Mounir Zok joined the U.S. Olympic Committee as a Senior Sports Technologist in 2012. In his position, he develops technological solutions for coaches to analyze athlete performances that do not interfere with training. He also investigates solutions for staff to optimize their work with athletes, and serves as a liaison between the sport performance division and third-party companies and research institutes. Prior to joining the USOC, Zok helped grow a sports technology start-up company in Italy into an internationally renowned firm in technology development. Specifically, he led and coordinated staff and assisted in developing businesses in foreign countries. Through innovative thinking and scientific knowledge, he managed the team behind developing various sports technology applications that are currently being used at a number of sports federations in Italy.

Wearable Technology & Rio 2016

Wearable technology, the quantified self and the Internet of Things are all terms that are on everyone's tongues today, and the future is looking bright and promising. Within this context, the Olympic & Paralympic sports are benefiting greatly from the technology advances in the consumer market. Nevertheless, these sports do present unique and rare challenges that call for innovative and creative thinking. I will share with you insights into some of the projects that TEAM USA is working on in preparation for the Rio 2016 Olympic and Paralympic Games.



Gene Gurkoff
Founder & CEO
Charity Miles

Gene Gurkoff is the Founder of Charity Miles, an iPhone/Android app that enables people to earn money for charity when they walk, run or bike. The money comes from corporate sponsors who pay for really good advertising in the app (not charity). Charity Miles won the 2014 Webby for Best Health and Fitness App and the 2013 SXSW

People's Choice Award. Women's Running Magazine named Charity Miles the Best Overall App for 2014. Men's Fitness Magazine named it one of their Ten Game Changer's of 2013. Gene has run 39 marathons for Parkinson's research in honor of his grandfather.



The Information

Sports & Fitness Innovation Summit

Date: September 10 & 11, 2014
City: San Francisco, CA
Venue: Hyatt Regency San Francisco
Reservations Number: +1 (888) 421 1442 (Quote 'Innovation Enterprise')
Reservations Online: <https://resweb.passkey.com/go/Innovation2014>

Registration Pricing

The infographic consists of five circular callouts, each representing a different pass type. Each callout includes an icon at the top, the pass name and price, a description of benefits, and an early bird price with a deadline. The passes are: Silver Pass (\$695), Gold Pass (\$895), Diamond Pass (\$1895), 1 Day Pass (\$395), and On-Demand Pass (\$600). The Silver, Gold, and Diamond passes include access to all sessions and networking events, plus 7 days of on-demand content. The Gold and Diamond passes also include unlimited access to on-demand content. The 1 Day Pass offers full access to sessions on a chosen day and 7 days of on-demand event materials. The On-Demand Pass provides unlimited access to presentations, interviews, and speaker contact.

Pass Type	Price	Early Bird Price (before July 11)
Silver Pass	\$695	\$595
Gold Pass	\$895	\$795
Diamond Pass	\$1895	\$995
1 Day Pass	\$395	-
On-Demand Pass	\$600	-

Group Discount Offers

3 Silver Passes:	\$1200 (\$400 per attendee)
5 Silver Passes:	\$1750 (\$350 per attendee)
3 Gold Passes:	\$1800 (\$600 per attendee)
5 Gold Passes:	\$2750 (\$550 per attendee)
3 Diamond Passes:	\$2400 (\$800 per attendee)
5 Diamond Passes:	\$3750 (\$750 per attendee)

For larger groups or special requests contact Sean Foreman by calling +1 415 692 5514 or email sforeman@theiegroupp.com
* Team discounts are applicable at the point of registration only.

Ways to Register



+1 415 692 5514



+1 323 446 7673



[Register Online Here](#)

Registration Form



Sports & Fitness Innovation Summit

September 10 & 11, 2014 | Hyatt Regency | San Francisco, CA

For registration or more information on the program, please call Sean on +1 415 692 5514, or fax this registration form to +1 (323) 446 7673

1. Delegate Information...

NAME OF EACH ATTENDEE

TITLE OF EACH ATTENDEE

DEPARTMENT

COMPANY

INDUSTRY

ADDRESS

CITY

STATE/PROVINCE

ZIP/POSTAL CODE

COUNTRY

EMAIL OF EACH ATTENDEE

BUSINESS PHONE NUMBER

2. Pass Types...

Early Bird Pass Options until July 11, 2014

- Early Bird Silver: \$595 Attendees _____
- Early Bird Gold: \$795 Attendees _____
- Early Bird Diamond: \$995 Attendees _____

Regular Pass Options after July 11, 2014

- Silver Pass: \$695 Attendees _____
- Gold Pass: \$895 Attendees _____
- Diamond Pass: \$1095 Attendees _____

Group Discount Pass Options

- 3 Silver Passes \$1200 (\$400 per attendee)
- 5 Silver Passes \$1750 (\$350 per attendee)
- 3 Gold Passes \$1800 (\$600 per attendee)
- 5 Gold Passes \$2750 (\$550 per attendee)
- 3 Diamond Passes \$2400 (\$800 per attendee)
- 5 Diamond Passes \$3750 (\$750 per attendee)

For larger groups or special requests contact Sean by calling 415 692 5514 or email sforeman@theiegroupp.com
Group passes only available when all participants register together.

Pass Descriptions:

Silver Pass: Access to all sessions & networking events

Gold Pass: Access to all sessions, networking events & annual subscription to IE. membership

Diamond Pass: Access to all sessions, networking events, annual subscription to IE. membership & Strategic Analysis Report

3. Payment Options...

- Check (Make checks payable to The Innovation Enterprise Ltd)
- Invoice me
- Visa
- Mastercard
- American Express
- Diners Club
- Discover

CARD NUMBER

EXPIRATION DATE

SECURITY NO.

CARDHOLDERS NAME

CARDHOLDER'S SIGNATURE

BILLING ADDRESS

INDUSTRY

Prices are exclusive of VAT. Places are transferable without any charge to another Summit occurring within 12 months of the original purchase. Team discounts are applicable at the point of registration only. Any cancellations within a group registration will in turn incur an increase in registration fee for the remaining group participants. Cancellations before August 4, 2014 incur an administrative charge of 50%. If you cancel your registration after August 4, 2014 you will be charged the full fee. You must notify The Innovation Enterprise in writing of a cancellation, or you will be charged the full fee. The Innovation Enterprise reserve the right to make changes to the program without notice. NB: FULL PAYMENT MUST BE RECEIVED BEFORE THE EVENT.

Schedule

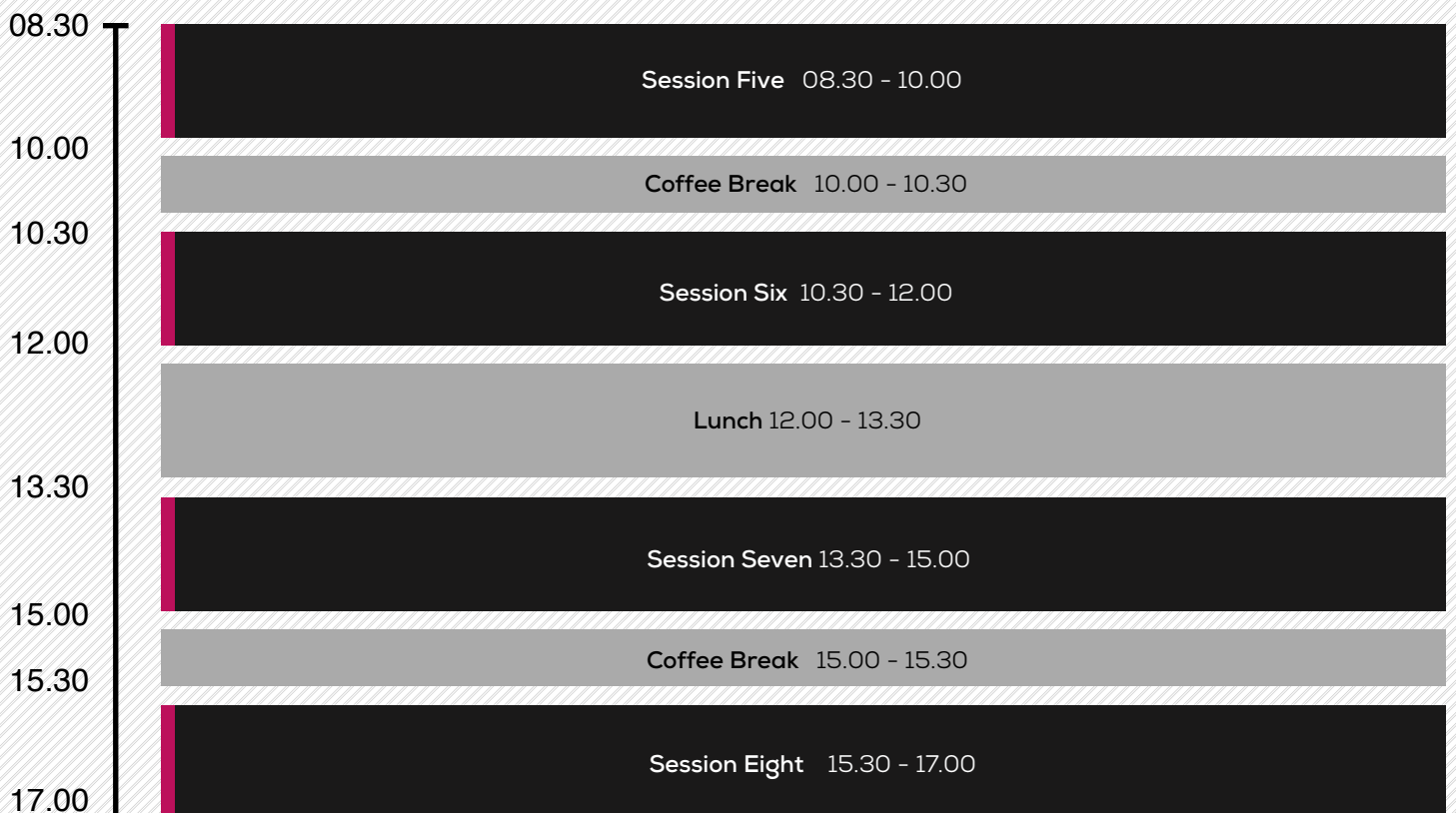
Day One

September 10



Day Two

September 11



Previous Sponsors



Previous Panel Sponsor



Previous Workshop Sponsor



Previous Exhibitor




Previous Exhibitor





Previous Exhibitor

January

Business Analytics Innovation Summit 
January 22 & 23, Las Vegas

February


Data Science Innovation Summit 
February 18, San Diego


Predictive Analytics Innovation Summit 
February 19 & 20, San Diego

Big Data & Analytics Innovation Summit 
February 27 & 28, Singapore


March


HR & Workforce Analytics Innovation 
March 19 & 20, London


Sports Analytics Innovation Summit 
March 26 & 27, London

Predictive Analytics Innovation Summit 
March 27 & 28, Hong Kong

May

Social Media & Web Analytics Innovation Summit 
May 1 & 2, San Francisco


Sentiment Analysis Summit 
May 1 & 2, San Francisco

Gaming Analytics Summit 
May 1 & 2, San Francisco


May Continued


Predictive Analytics Innovation Summit 
May 14 & 15, London


Digital & Web Analytics Innovation 
May 14 & 15, London


Big Data & Analytics in Healthcare 
May 14 & 15, Philadelphia

Business Intelligence Innovation Summit 
May 21 & 22, Chicago


HR & Workforce Analytics Innovation 
May 21 & 22, Chicago


Business Analytics Innovation Summit 
May 21 & 22, Chicago


Manufacturing Analytics Innovation Summit 
May 21 & 22, Chicago

Big Data & Advanced Analytics in Government 
May 21 & 22, Washington, DC


June


Big Data & Analytics for Pharma 
June 11 & 12, Philadelphia

Big Data & Analytics for Retail Summit 
June 19 & 20, Chicago


Customer Analytics Innovation Summit 
June 19 & 20, Chicago

September


Sports Analytics Innovation 
September 10 & 11, Boston


Big Data & Analytics Innovation Summit 
September 17 & 18, Sydney


October


Big Data & Analytics Innovation Summit 
October 16 & 17, London


November


Sports Performance Innovation Summit 
November 5 & 6, Manchester


Big Data & Analytics for Pharma 
November 5 & 6, Philadelphia

Social Data Innovation 
November 6 & 7, Miami

Business Intelligence Innovation Summit 
November 12 & 13, Chicago

Predictive Analytics Innovation Summit 
November 12 & 13, Chicago

Data Science Leadership Summit 
November 12, Chicago

Big Data & Analytics Innovation Summit 
November 27 & 28, Beijing

 Sports
  Social Media
  Expected Attendees
  Healthcare
 Flagship Summit
  Banking
  Retail
  HR

Membership

Exclusive Content for Finance, Operations & Business Analytics.

What is the IE. Network?

IE. is the premier forum for Finance, Operations Planning & Business Analytics education. Gain insight and optimize results with un-biased actionable business education available on-demand and delivered by your peers. Stay on the cutting edge of the latest trends within S&OP, FP&A & Business Analytics, all without having to leave your desk.

Learn from leading companies including:



Affordable. Cutting Edge. Convenient.

Invest in innovative business education that will help you benchmark and validate current and future initiatives that can be leveraged to optimize business results and effective decision making. IE. membership content spans numerous industry sectors and includes presentations from many of the world's leading companies.

What you get...

- Access to over 1000 hours of On-demand training on topics that are important to you, like S&OP, FP&A, Predictive Analytics, Supply Chain, Strategic Planning, Inventory Optimization, Integrated Business Planning and more
- Access to our extensive training library. Whenever your team needs to benchmark or gain some key actionable ideas, they just watch a quick video.
- Monthly newsletters with industry insights and important news - vital for up-to-date info and methodology.

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