

Industry Practice Expo Chairs' Welcome

It is our pleasure to welcome you to the Industry Practice Expo (IPE) track of the KDD 2013 conference. The IPE track features invited talks from leading experts who have developed and deployed large-scale data mining applications and systems in their respective fields that generated measurable and meaningful impact. The IPE program bridges the gap between academia and industry practice featuring important trends, key insights, and best practices. It complements the two well-established KDD tracks, Research and Industry/Government, which continue to feature the latest advances in the field of knowledge discovery and data mining via peer-reviewed publications. We trust that this opportunity for the KDD community to hear directly from industry pioneers will inspire new advances and broader inter-disciplinary collaboration between the academic researchers and their industry counterparts.

This is the third edition of the IPE track. The talks in the past two years were extremely well received and it was fascinating to follow the numerous discussions between the speakers and attendees during the breaks. We have worked hard this year to live up to the high bar set by the previous speakers and to strive for the right balance between business context and technical depth in the IPE talks.

In this year's IPE, we present to you world-renowned experts whose talks will help you learn and take key ideas back to your respective professional endeavors. Featured topics at the IPE include large data mining algorithms for dynamically pricing millions of products, design challenges for large scale data mining algorithms for distributed systems like Hadoop, an introduction to *deep learning* which is fast becoming a general purpose tool in machine learning applications, and the application of data mining and machine learning to influence diverse audiences in political campaigns with efforts for social good. Personalized medicine, cyber-security, and manufacturing optimization are among the newer applications of large-scale data analytics. Experts at this year's IPE will discuss the use of causal inference models personalized oncology treatment, leveraging visual analytics to unlock insights for cyber-security, and significant improvements in manufacturing processes that are driven by the use of advanced data mining. Applications where the partnership of automation and human analysis yields powerful insight are detailed. A view of the challenges and issues encountered and conquered when exposing data mining technology to the non-technical masses are also covered. We are fortunate to have such a diverse panel of speakers to be part of the IPE and would like to take this opportunity to thank them for their participation.

It has been a great pleasure to work with the IPE advisory committee comprising Eric Bloedorn, Usama Fayyad, Bob Grossman, Ying Li, Gregory Piatetsky-Shapiro, Christian Posse, Raghu Ramakrishnan, and Ramasamy Uthurusamy. We thank them for their advice and support throughout the search for candidate speakers. We would also like to express our heartfelt gratitude to Jian Pei who recommended several speakers to us.

We warmly welcome you to the KDD 2013 Industry Practice Expo and hope that you will enjoy it. Your suggestions and comments are much appreciated.

Best regards,

Rajesh Parekh and Paul Bradley
(*Industry Practice Expo Track co-chairs*)