Search for “2017 top IT trends,” and you’ll find big data, artificial intelligence, and machine learning on almost every list. What is all the fuss about, and where do records managers fit into these trends? This joint ARMA NOVA/ARMA Metropolitan Maryland seminar will explore these topics as well as implications for the profession.

Organizations are investing in big data platforms and hiring data scientists to take advantage of the patterns found in extremely large data sets to improve their business. They also use artificial intelligence or machine learning to create algorithms that iteratively learn from data, and to find hidden insights without explicitly programming where to look.

In a big data world, it’s important to know what we want from the data, and records managers are well positioned to help their organizations with data queries. Records managers can also benefit by working with data scientists and big data platforms to better understand how to manage records across the enterprise, including the costs, risks and benefits. They have an opportunity to work with data scientists and to train machine intelligence to automate records management, making it easier and more cost effective to implement.
Agenda

8:00-8:30  Registration/Breakfast

8:30-8:45  Welcome/Introductions: Chapter presidents

8:45-9:45  Opening Keynote: Galina Datskovsky, CEO Vapor Stream, former chair, ARMA International
           “Big Data as an Asset: Using IG to Navigate the Data Lake and its Security Pitfalls”

9:45-10:30  Richard Hogg, Global GDPR & Governance Offerings Evangelist at IBM
           “Cognitive Governance Opportunities for Big Data”

10:30-10:45  Break

10:45-11:45  Matthew Olsen, Acting Chief Privacy and Data Sharing Officer, Acting Executive Director,
             Office of Privacy & Information Management (PIM), HHS
             “Addressing Privacy in Big Data”

11:45-12:30  Lunch

12:30-1:30  Lisa Haralampus, Director, Records Management Policy and Outreach at The National Archives
           “Big Data Issues for Federal Records Managers”

1:30-2:30  Leigh Isaacs, Director, Records & Information Governance at White & Case LLP
           “Artificial Intelligence and Predictive Analytics – Information Governance Opportunities in Law Firms and Beyond”

2:30-2:45  Break

2:45-3:30  Anand Shah, Cybersecurity Counsel, Drinker Biddle & Reath LLP
           Amy Marcos, Associate, Drinker Biddle & Reath LLP
           “Governing Cybersecurity in Analytics Initiatives”

3:30-4:00  Panel Discussion, led by Tim Shinkle

4:00-4:15  Conclusion/Wrap-up: Chapter presidents

Registration Information

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<td>3 or more registrants from the same organization: $75 per person</td>
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To register, go to [http://www.arma-metromd.org](http://www.arma-metromd.org) under News and Events or [www.arma-nova.org](http://www.arma-nova.org) under Upcoming Meetings
Speakers

GALINA DATSKOVSKY, PH.D., CRM  
CEO, Vaporstream®

Dr. Galina Datskovsky, CRM, FAI and serial entrepreneur is an internationally recognized privacy, compliance and security expert. Galina is currently the CEO of Vaporstream®, a position where she applies her knowledge and strategic guidance in building businesses, product development, governance policies, as well as cyber security. Prior to Vaporstream, Galina served as CEO of Covertix, North America; Senior Vice President of Information Governance at Autonomy/HP; and as General Manager of the Information Governance Business Unit and Senior Vice President of Architecture while at CA. She joined CA in 2006 with the acquisition of MDY Group International, where she was the founder and CEO. In addition, Galina currently sits on the advisory board of the Executive Woman’s Forum and is part of the Voice Privacy Alliance. She is a champion of the entrepreneurial spirit as she has served on the board of multiple startups, assisting with strategy and continues to support the startup community. Galina’s career she has been the recipient of numerous awards. Most notably she was designated a Distinguished Engineer while at CA (2006-10), was the recipient of the prestigious Emmet Leahy award (2013) and was named a Fellow of ARMA International (2014).

RICHARD HOGG, CITP ERMp  
Global GDPR & Governance Offerings Evangelist at IBM

With 15+ years’ experience across RM & ECM, in the last 6 years Richard has consulted with Fortune 50 global Financial Services, Insurance, Pharma and Telco organizations. He works with clients to assess information governance initiatives and their cost and risk, developing a business case with focused recommendations on quick wins to further the clients’ objectives, engaging with them on executing an IG Program delivering benefits of reduced costs & risks. Client benefits have covered defensible disposal, e-discovery, records and retention management, privacy, legacy data cleanup and archiving. In the last 2 years his focus has been with global clients progressing their GDPR Regulation journey towards readiness for data privacy & security. He is a frequent speaker annually across AIIM, ARMA, MER, LegalTech, InfoGovCon, Insight, World of Watson & IPBA. He was a finalist for 2016 InfoGovCon IG Expert of the Year.

AMY MARCOS  
Associate, Drinker Biddle & Reath LLC

Amy Ramsey Marcos assists clients with identifying their business, litigation, and regulatory obligations to optimize information governance practices. She has broad experience in several industry verticals developing and revising records retention schedules, supporting data remediation initiatives, and building change management plans to successfully implement information governance policies. As part of the Secretariat of the Pharmaceutical Records and Information Management Organization (PRIMO), Amy has worked closely with Member companies to develop solutions, strategies and tools relevant to managing records and promoting effective information management, including facilitating the development of a Model Records Retention Schedule focused on the records of biopharmaceutical companies. Amy has also been instrumental in assisting with the development of several PRIMO guidance documents focused on disposal of data in accordance with records retention policies.

MATTHEW OLSEN  
Acting Chief Privacy and Data Sharing Officer  
Acting Executive Director, Office of Privacy & Information Management (PIM)  
U.S. Department of Health and Human Services (HHS)

Matthew Olsen has held positions across the information management spectrum within the federal government over the last 15 years. His work includes privacy, the Freedom of Information Act (FOIA), and records management. He is currently the Acting Chief Privacy and Data Sharing Officer for the U.S. Department of...
Health and Human Services, where his emphasis is on maintaining and improving privacy and information management practices across the Department. Matthew has also held previous positions at the Social Security Administration (SSA), Peace Corps, the Office of Management and Budget, and the National Archives and Records Administration.

**LISA HARALAMPUS**
*Director, Records Management Policy and Outreach*
*Office of the Chief Records Officer*
*National Archives and Records Administration*

Lisa Haralampus is the Director of the Records Management Policy and Outreach program in the Office of the Chief Records Officer for the U.S. Government at the National Archives and Records Administration (NARA). The program develops and issues records management policies and guidance to federal agencies. These policies and guidance relate to records management standards, technology, and processes. She is also responsible for overseeing how NARA tracks, implements, and manages the Managing Government Records Directive (M-12-18) issued in 2012 by OMB and NARA. Lisa has over 24 years’ experience in federal government records and information programs working at NARA and the U.S. Department of State. She has experience developing and implementing enterprise-wide information management policies and training. She also has experience developing and operating multi-million dollar IT systems to maintain and provide access to electronic archives. Lisa has a master's degree in Library and Information Science (MLS) from the Catholic University of America and is a certified Project Management Professional (PMP).

**LEIGH ISAACS**
*Director, Records & Information Governance at White & Case LLP*

Leigh Isaacs, IGP, CIP is the Director of Records & Information Governance at White & Case LLP. With over 30 years of combined legal, records and information governance experience, her expertise includes strategic development and implementation of enterprise programs, process improvements, risk assessments and mitigation, on- and off-site storage considerations, including outsourcing, the evaluation and deployment of technology solutions, disposition of information for newly-merged or dissolved entities and translating legal, regulatory and business needs into technical requirements. An active member of the International Legal Technology Association (ILTA), Leigh currently serves as the Information Governance Peer Group Vice President. She is also a founding Steering Committee member for the Law Firm Information Governance Symposium, serves on the Advisory Board for the Information Governance Initiative and has served in leadership roles for ARMA. Leigh has developed and taught InfoGovCon IG Certification programs. She is a published author and speaker on issues relating to information governance.

**ANAND SHAH**
*Cybersecurity Counsel at Drinker Biddle & Reath LLP*

Anand Shah is a Cybersecurity Counsel at Drinker Biddle & Reath LLP. He counsels clients on issues relating to cybersecurity, information governance, privacy, and data analytics. He assists clients in proactively evaluating and managing risks associated with their information practices, particularly during breach response or cybercrime investigations. Anand advises clients on a wide range of federal laws and regulations, along with international and state data protection and breach notification laws. He guides clients on the implementation of information sharing practices and industry standards, such as the NIST Cybersecurity Framework. Anand assists in crafting incident response plans, vulnerability assessment tools, information security agreements, corporate policies, and product design reviews that are tailored to meet the needs of companies and boards seeking to safeguard their data. He previously served as a cybercrime prosecutor at the New Jersey Attorney Generals’ Office and on the legal team at Mandiant Corporation.