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Keynote speaker: Dr. Atefeh Farzindar, NLP Technologies Inc.
Industrial perspectives on social networks

Social media data is the collection of open source information which can be obtained publicly via the Web and social networks. **Social information intelligence** refers to an emerging data and semantic infrastructure which will enable organizations to create a new generation of business applications. This new class of applications will build on the rich set of assets already available inside the organization. Social media has become a primary source of intelligence for **Security Intelligence and Business Intelligence**. Social data intelligence combines web social media aspects and analytics to give important business insights and is a convergence of several trends. The business intelligence from open intelligence incorporates knowledge management, social networking, plus social media monitoring and analytics, all combined into a new interface in the business intelligence environment.

Biography:
Dr. Atefeh Farzindar is the founder of NLP Technologies Inc., a company specializing in Natural Language Processing, automatic summarization, statistical machine translation and Social Media Solutions. Dr. Farzindar received her Ph.D. in Computer Science from the Université de Montréal and Paris-Sorbonne University. She is an adjunct professor at the Department of Computer Science at the Université de Montréal. As president of NLP Technologies, she has managed multiple collaborative R&D projects with various industry and university partners. She is the chair of the language technologies sector of the Language Industry Association Canada (AILIA) and a board member of the Language Technologies Research Centre, co-chair of the Canadian Conference on Artificial Intelligence 2010 and industry chair for Canadian AI'2011 and AI'2012.