MMU ®
MULTIMEDIA UNIVERSITY

CEKIM
Faculty of Management Multimedia University

Center of Excellence for Knowledge &
Innovation Management

Tom Mason

Global Team Leader & Technology
Evangelist

QSR International Pty Ltd, Australia

Date/Time : 19 March 2018, 10.30-11.30am

Venue   : MIT Lab, (AR1003), FOM, MMU

Register at : https://goo.gl/forms/HWybxKH9E6wGoXlB3

"As a certified geek, I've found it difficult to understand relationships and marriage. So I've done what any other geek would do – use data analytics to understand my wife, how and when I should communicate with her more effectively, and understand why she is reading certain books whereas I'll happily bury my nose in the latest technical whitepaper for fun. So if you want to be able to understand how data analytics can potentially save your marriage too, then come along."

How data analytics saved my marriage

Contact Person:
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Biodata

Tom Mason is the Head of Sales for the Asia Pacific region for QSR International – the global leader in qualitative data analytics software.

Many have described him as a certified geek and his profile pic clearly demonstrates this as he spent 4.5 years building his own movie grade wearable Darth Vader costume.

Some say that he was not born but crafted from a computer chip but no one can deny he has a true passion for information technology.

Tom is a member of AISA, the Australian Information Security Association and BECCA, the Business Espionage Controls and Countermeasures Association. He has over 20 years experience in many different disciplines of IT.

In his spare time, he practices a martial art called aikido and speaks to schools, business and universities about how to stay safe online, the art of social engineering and the advances in data analytics.