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## Mathematical Sciences Colloquium

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Chief Product Officer  
Sonobi

**Title: Applications of High Performance Computing,  
Mathematics and Data Science in Advertising**

**Abstract:** The world of media and advertising is changing. Data and technology have disrupted a relationship and manual order driven business by providing ways to isolate, target and communicate with consumers in more efficient ways. This discussion will focus on how high performance computing, mathematics and data science help power this new world of advertising where technology enables billions of transactions to occur per day.

**Date: Tuesday April 5, 2016**

**Time: 12:30 pm - 1:30 pm**

**Location: 1127 New Ingersol**

**This colloquium is sponsored by both the Math Club  
and the Computer Science Club**