



**WILLIAM (BILL) D. SCHMARZO**  
**Big Data Analytics Visionary**  
**CTO, IoT and Analytics**  
**Hitachi Vantara**

Bill is the author of “Big Data: Understanding How Data Powers Big Business” and "Big Data MBA: Driving Business Strategies with Data Science."

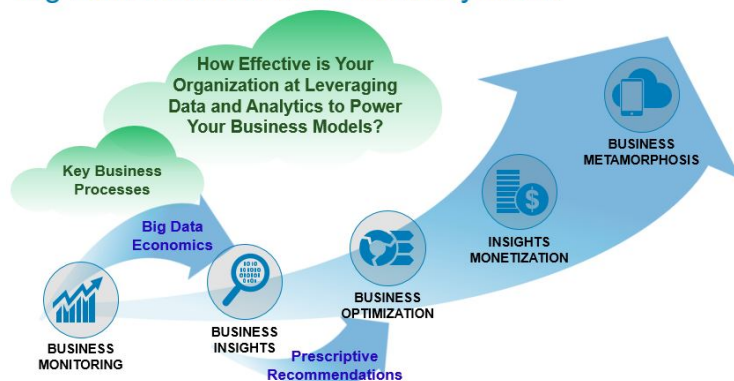
Bill speaks frequently on the business value of big data and data science, which is why he’s considered the Dean of Big Data. He’s an avid blogger and frequent speaker on the application of big data and advanced analytics to drive an organization’s key business initiatives.

Bill teaches at the University of San Francisco (USF) School of Management, where he is their first Executive Fellow.

As Hitachi Vantara CTO, Bill will guide the technology strategy for IoT and Analytics. With his breadth of experience delivering advanced analytics solutions, Bill brings a balanced approach regarding data and analytic capabilities that drive business and operational outcomes. Bill will drive Hitachi Vantara’s “co-creation” efforts with select customers to leverage IoT and analytics to power digital business transformations.



**Big Data Business Model Maturity Index**



Bill’s developments include creating the Vision Workshop methodology that links an organization’s strategic business initiatives with supporting data and analytic requirements. He recently completed a research project at USF titled “Determining the Economic Value of Your Data.”

Bill’s background includes CTO at Dell EMC and VP of Analytics at Yahoo. He was recently named the #4 Big Data influencer, #4 Data Science and #6 Digital Transformation influencer worldwide by Analytica.