

Paul DePodesta Named Keynote Speaker for Phorum 2016

Noted MLB analytics expert was a focal point of best-selling book, and Oscar-nominated film, "Moneyball: The Art of Winning an Unfair Game"

Philadelphia, December 9, 2015 – [PACT](#), the Greater Philadelphia Alliance for Capital and Technologies, today announced Paul DePodesta, Vice President of Player Development and Amateur Scouting for the New York Mets has been named keynote speaker for [Phorum 2016](#). DePodesta, frequently recognized for his ability to scrutinize data and use it to assess talent and drive execution will present, "Moneyball: A data-driven approach to winning."

The Moneyball methodology has revolutionized all industries — from Wall Street to Fortune 500 corporations, from government to healthcare. DePodesta's enlightening program draws connections between baseball and basic business operations, providing valuable lessons from the world of professional sports and talent recruiting. Among his key takeaways, he explores how your organization can drill down big data output to create an applicable analytics strategy and sharpen your company's competitive edge.

"Phorum has grown into *the* enterprise technology conference for the Philadelphia region and two key factors for that are great content and great speakers," commented [Jonathan Brassington](#), Chairman of PACT and CEO of LiquidHub, a presenting sponsor of Phorum 2016. "Paul DePodesta continues this tradition, and we know he will knock it out of the park. The audience will learn innovative techniques from him about how to capture and apply information to optimize current systems and improve company-wide performance."

Phorum 2016: Systems of Insight, to be held Thursday, April 14, 2016 at the newly opened Fillmore Philadelphia, will feature respected industry visionaries and technologists. These experts will share how Systems of Insight allow enterprises to collect data (market, customer, and business) and convert that data into usable and actionable information. Conference attendees will learn about new methods and technologies to create innovative models and business strategies to become more effective enterprises.

Hosted by PACT and sponsored by [Fairmount Partners](#) and [LiquidHub](#), *Phorum 2016: Systems of Insight*, will feature presentations and panel discussions by industry analysts, technology visionaries, and business executives. The conference will also feature the popular Phorum Demo Pit, won last year by [Tesorio](#), where conference attendees can experience, first-hand, some of the most innovative technologies being developed in the Greater Philadelphia area. Phorum 2016 will also see the return of the Phorum Showcase, a reserved area for leading vendors of enterprise technology interested in showcasing their company, products and services.

For more information about Phorum 2016 or to reserve your ticket at early bird pricing, please visit www.phorumphilly.com.

About Phorum

Phorum is an annual technology strategy conference that gathers the Nation's leading minds and most innovative solutions around a single, trending topic. Hosted in Philadelphia, this intensive, one-day event includes insights from the Nation's most authoritative experts; up-close interaction with relevant technological solutions and learnings from business leaders with first-hand experience capitalizing on

what is new. For more on Phorum or to purchase tickets for Phorum 2016, visit www.phorumphilly.com.

About PACT

The Greater Philadelphia Alliance for Capital and Technologies offers a comprehensive approach to supporting a company's life cycle – from early stage through growth – by facilitating interaction, information and education. The organization provides a single, strategic hub where key resources, including investors, strategic partners, professional advisors and peers, are available and accessible to all members. PACT supports its membership through a wide variety of programs, services, events and tools. For more on the Greater Philadelphia Alliance for Capital and Technologies, including membership information, entrepreneurial resources, and information on our programs and events, visit www.philadelphiapact.com.

###

Media Contact:

Kevin Jurrens

Broadpath

215 644-6504

kjurrens@broadpathpr.com