

# IEEE computer society

Long Island Chapter

presents

## Mobile Product Innovations: The Bloomberg Experience

May 14, 2015

@ 6:00 PM



Speaker:

# Gregg Fenton

Head of Bloomberg Mobile Products and Connected Devices

**Where:**

**CA Technologies**

1 Computer Associates Plaza

Islandia, NY

Conference Room #CC9

**Entrance:**

South Entrance off of the LIE Rt. 495

**To register go to: <http://bit.ly/iecc-may14>**

or scan this code to go to the registration page:



**Seating is limited.**

Door opens at 6:00PM

for refreshment and networking



## **Abstract:**

An over-the-top (OTT) refers to a service received over the Internet that is not provided directly by one's Internet service provider. It bypasses traditional distribution, and in doing so disrupts traditional business models. Bloomberg's mobile division managed to create successful, award-winning mobile applications used by business professionals, leveraging Bloomberg's Internet-based services and OTT.

We will have an opportunity to discuss the Bloomberg Mobile applications and Over The Top products. We will hear how user interactions and research are used to make development decisions, and how Bloomberg refined the development process to develop Bloomberg's mobile product portfolio quickly, and how the Bloomberg's team used the learnings to innovate and take advantage of new opportunities, including Apple Watch products.

## **Speaker:**

# **Gregg Fenton**

## **Head of Bloomberg Mobile Products**

Gregg Fenton has over twenty years of experience in mobile products and services industry. Gregg lead large successful initiatives, shaping how users use mobile in their daily lives. For the past four years Gregg has been the Head of Mobile Products and Connected Devices at Bloomberg, transforming the commercial and professional businesses with award-winning products used by business and financial executives as necessary tools and source of the business news and financial information.