

O 1 T H U
2:10 PM



500 MTCC 105-106
ALL CONFERENCE EVENT

THE FUTURE OF SEARCH **BRADLEY HOROWITZ**

Vice President, Product Strategy, Yahoo!

In its efforts to re-tool for Web 2.0, Yahoo! has been re-thinking many of the most fundamental elements of the user experience – a daunting challenge for a company that has the largest audience on the net: with half a billion users visiting its properties every month, and over twice the pageviews worldwide of Google.

Central to this re-think, is a belief that human judgment needs to be integrated back into the search process. Come hear about Yahoo!'s research in this area – and how recent acquisitions like del.icio.us and Flickr fit in its overall "FUZE" vision: helping users not only Find information, but Use it, Share it and Expand upon it.

Bradley Horowitz

is Vice President of Product Strategy, at Yahoo!'s head office in Cupertino, California. His team is responsible for leading Yahoo!'s efforts in building next-generation search technologies – and includes the Yahoo! Developer Network, the Advanced Products Group, Yahoo Research Berkeley (a centre for Social Media Research), Technology Development Group, Methods & Practices Group. Bradley's group has also played a pivotal role in the acquisition of companies like del.icio.us and Flickr.

Prior to Yahoo!, Bradley founded Virage, the company widely recognized as the market creator and leader for advanced media indexing and analysis. He helped grow the company from "a garage start-up" through its NASDAQ IPO. Bradley was a PhD candidate at the MIT Media Lab and holds a MS in Media Science from MIT and a BS in Computer Science from the University of Michigan. He blogs at <http://www.elatable.com/blog/>

PRECEDED BY
**PRESENTATION OF THE OLA DISTINGUISHED SERVICE
AWARD TO ROBERTA (BOBBIE) HENLEY**

O1THU
2:10