

Alex Berson

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Alex Berson is an internationally recognized expert, thought leader, author, and advisor in the areas of Identity & Access Management and cyber security, cloud computing; emerging architectures such as Blockchain and microservices; Master Data Management (MDM); Big Data technologies; Machine Learning, and Cloud Computing, focusing on building complex ground-breaking solutions for financial services, manufacturing, pharmaceutical and technology companies.

Throughout his career Alex Berson held key technology and management positions in companies like JPMorgan Chase, BearingPoint, Entrust, Merrill Lynch, enCommerce, Dun & Bradstreet, PricewaterhouseCoopers, Solomon Smith Barney and others, including high visibility executive and thought leadership roles of the JPMorgan Chase *Distinguished Engineer and Chief Architect for Global Investment Banking & Research*; BearingPoint's *Fellow*; Entrust' *CTO for Portal Technologies*; *CTO* of enCommerce (Internet Security company), and *CTO* of TechPar Group – a strategic business and technology advisory company.

Mr. Berson sits on the Board of Directors for the Wall Street Technology Association and is a member of Standard & Poor's Vista Research Society of Industrial Leaders (SIL). He participates in industry professional associations such as IEEE Computer Society, ACM and Aberdeen Group's Technology Forecasting Consortium; standards organizations including OMG, OASIS, Open Group; and various industry consortia including the Data Warehousing Institute (TDWI) and cofounding of the Securities Industry Middleware Council (SIMC). As Entrust' Chief Technology Officer for Portal Technologies and Applications, Alex Berson was one of the initiators and a founding member of several standards groups including OASIS Technical Committees on Security Services (SAML), XML Access Control (XACML), and Business Transaction Processing (BTP).

Alex Berson holds graduate and post-graduate degrees in Computer Sciences and Applied Math, and has published numerous technical articles in trade magazines. Mr. Berson is a best-selling author and co-author of a number of professional books including "*Master Data Management and Data Governance*", "*Master Data Management and Customer Data Integration for a Global Enterprise*", "*Building Data Mining Applications for CRM*", "*Data Warehousing, Data Mining and OLAP*"; "*Client/Server Architecture*"; "*SYBASE and Client/Server Computing*"; and "*APPC: Introduction to LU6.2*".

He is a frequent presenter at key professional conferences and symposiums, and is a contributor to several professional publications where he authored a number of direction-setting white papers including articles on cross-disciplined convergence strategies, customer identity management, enterprise entitlements, enterprise data management, data security, and digitization.