

Alex Berson

Alex Berson is the Chief Architect for Global Investment Banking & Research Technology at JPMorgan. Prior to joining JPMorgan, Alex Berson held key technology and management positions in companies like BearingPoint, Entrust, Merrill Lynch, enCommerce, Dun & Bradstreet, PricewaterhouseCoopers, Solomon Smith Barney and other, including a thought leadership role of the BearingPoint *Fellow* as well as the executive roles of *CTO* for Portal Technologies for Entrust Inc.(NASDAQ: ENTU), *CTO* of enCommerce (Internet Security company), and *CTO* of TechPar Group – a strategic business and technology advisory company.

Mr. Berson holds graduate and post-graduate degrees in Computer Sciences and Applied Math, and focuses his professional activities on Identity Management and Information Security; Master Data Management (MDM) and Customer Data Integration (CDI); CRM and Business Intelligence; Database technologies including Column-store and very large databases (VLDB); Data Warehousing and Data Mining; Service-Oriented Architecture (SOA); Web 2.0 technologies, and enterprise application integration (EAI), messaging and middleware.

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 co-founding 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 has published numerous technical articles in trade magazines, and 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.