Greg Cochara currently serves as the Vice President of Revenue Operations & Intelligence for Fusion Media Group – a media portfolio consisting of the Onion, Inc. brands (The Onion, AV Club, ClickHole, The Takeout) and Gizmodo Media <formerly Gawker> brands (Gizmodo, Deadspin, Jezebel, Kotaku, Lifehacker, Jalopnik, The Root, Splinter News). He oversees the advertising analytics, business intelligence, sales operations, advertising operations, and sales finance departments. He has also served as both the Head of Analytics and the Head of Finance for Onion, Inc., and helped facilitate the sale of the company to Univision. Prior to the Onion, Greg spent 3 years at IBM, where he was 1 of 4 MBAs chosen annually to participate in its financial leadership development program. He also spent 3 years in management consulting at Accenture. Greg received his MBA from the University of Notre Dame in 2010, with concentrations in both analytics and finance. He also attended Notre Dame for his undergraduate degree, where he double majored in finance and Japanese. Greg currently resides with his wife, Katie, and dog, Wrigley, in Naperville, IL, a suburb outside of Chicago.

1. Where does Greg feel that the future of advertising analytics is trending?
2. How do you balance generating revenue via advertisements and "click-bait" type content vs. the user experience? It seems to me that customer behavior is fairly resilient to both of these tactics and has only encouraged organizations to adopt more of it. What have you seen from your vantage point?
3. As machine learning takes more advantage of the digital advertisement landscape. In what direction do you see digital advertisement headed? Where else within digital advertisement operations do you see automation taking place. Will SEO become automated, will the creation of content become automated, or will the ad interaction with consumers change. Or is all this limited by the hardware cycle of major consumer electronic companies?  Additionally how do you see block chain technology being implemented into advertisement? Is there a way to implement this in order to get more value for your ads expenditure and have more control over your budget?
4. Not necessarily a data mining-related question, but... When did your group realize that the Joe "Diamond" Biden stories were a hit?