

# Keynote Talk 2

## Is Machine Learning Enough?

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### Abstract

We live in a world unimaginable even 20 years ago. From our phones we can summon a car, book a vacation and of course access the world's music to find just those songs we like, even songs we didn't know we liked. Automated Machine Learning at scale enables these and thousands more applications. But in business, it's good to know when to stop. It's not always smart to automate that last, difficult 10% of performance. Indeed in music and other industries, humans often curate the results. Will humans always be in the loop or will the machines eventually take over? Will Machine Learning ever be enough?

### Biography

Beth is the VP of Optimization at DataXu, a leader in programmatic marketing. She has made contributions to a wide variety of fields, including speech recognition, music indexing and in-home activity monitoring. Beth holds a PhD in speech recognition from the University of Cambridge.