

Published on *The National Law Review* <https://natlawreview.com>

Episode 04: Data Monetization in Retail and Consumer [VIDEO]

Article By:

Steven Lundberg

Suneel Arora

Technology—such as that used in the retail and consumer markets—can often collect masses of data. The question is, once this data has been collected, how can it be further utilized? The next episode of the Data Monetization webinar series will explore this thought-provoking and timely topic. In this complimentary presentation, you'll hear from guest speakers Christopher Hohman, VP of Product Management at Bank of the West; Dr. Manjeet Rege, Director of the Center for Applied Artificial Intelligence at the University of St. Thomas; and Bill Schmarzo, author of four books, including “Big Data: Understanding How Data Powers Big Business.” Schwegman principals Steve Lundberg and Suneel Arora moderate.

© 2025 Schwegman, Lundberg & Woessner, P.A. All Rights Reserved.

National Law Review, Volume XI, Number 17

Source URL: <https://natlawreview.com/article/episode-04-data-monetization-retail-and-consumer-video>