

# Treasury Guest Lecture:

*The Treasury is pleased to sponsor the following Guest Lecture*



## Guest Lecturer Betsy Masiello

**Date:**

Tuesday 1 April 2014

**Venue:**

The Treasury  
Level 5  
1 The Terrace  
Wellington

**Time:**

12:00 pm - 1:00 pm

**RSVP:**

[academic.linkages@treasury.govt.nz](mailto:academic.linkages@treasury.govt.nz)

by Monday 31 March 2014

**For more information contact:**

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### *Data Driven Innovation*

**Abstract:**

New research shows that New Zealand firms making extensive use of Internet services are more productive than average firms in their industry. Part of this productivity gain appears to be enabled by data-driven innovation, and this gain is relevant to both private and public sector services. Key policy and regulatory settings that affect data flows also influence productivity and, consequently, the economic impact of affected services.



**About Betsy Masiello:**

Betsy Masiello currently heads up special projects and strategic planning for Google's global public policy team. She has been at Google for over five years and has in that time helped lead the company's work on analysing the economic impact of the web and on privacy. She was a non-resident fellow at Harvard's

Berkman Center for Internet and Society during which time she wrote a [book chapter](#) about trust on the Internet. She has also spoken and written extensively about [innovation](#) and about online [privacy](#). Prior to joining Google she was a consultant at McKinsey & Company, where she served global telecommunications companies on new business strategies around emerging technology. Masiello holds a BA in Computer Science from Wellesley College, a MSc in Economics from Oxford where she was a Rhodes Scholar, and an SM from MIT's Technology & Policy Program.