



Jaspal Bhasin

Chief Operating Officer
itaas, Inc.



Jaspal Bhasin is a founding partner and Chief Operating Officer of itaas, Inc., where he focuses on financial and operation matters, along with leading technical initiatives for the company.

Instrumental in interactive TV since its inception when he contributed in early trials, Bhasin brings more than 18 years of technology experience to the company, in the areas of iTV, client server systems, data warehousing and artificial intelligence. Prior to joining itaas, Bhasin held a number of high-level positions at such companies as Naviant, Sybase and Computer Associates, where he was responsible for design and deployment of large Marketing Data Warehouse solutions and other data products.

Bhasin earned a Bachelor of Electronics and Communications degree from REC in India and a Master of Computer Science and Management Science from the University of Tennessee. He is often a speaker on panels at industry events such as Digital Hollywood, STB 2010, TV 3.0 Summit, and the OTT Tech Conference. Publications include: *"Selecting AI Tools Using A Hierarchical Decision Process"* M.L.Emrich and Jaspal Bhasin: Paper presented at the 51st Annual Meeting of The American Society of Information Science and *"Modeling the Decision Process Using Multi Criteria Decision Theories"* Jaspal Bhasin and M.L.Emrich: presented to the American Statistical Association.