

# Meet Fortune's 2014 Big Data All-Stars

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Big data is about more than big numbers. Meet Fortune's first class of Big Data All-Stars: 20 extraordinary people who we think are the best at connecting the dots, digging deep, and discovering the information that will transform the way businesses operate.

## **Barry Morris, Chief Executive Officer, NuoDB**



Many technology companies promise to spark a revolution, but very few have the backing of the leaders of the previous one. Cambridge, Mass.-based NuoDB counts three of the four horsemen of the previous database wave—former Ingres Corp. CEO Gary Morgenthaler, former Sybase Inc. CEO Mitchell Kertzman, and former Informix Software CEO Roger Sippl, with only a certain Oracle chief executive abstaining—as investors. Why? Because NuoDB's technology solves a

problem that many industry veterans long considered to be the Holy Grail: run a database on multiple servers. “It’s about more machines, not bigger machines,” CEO Barry Morris says. “That problem, simple as it sounds, was as yet unsolved.” First funded in 2010, Morris’ company recently landed a massive customer—Dassault Systèmes, the second-largest software vendor in Europe—and is hurtling toward what Morris calls “a new convergence point.” He’s convinced NuoDB will be at the center of it. “It’s not about size or speed of the data. It’s about being data-driven,” he says. “Continuous improvement—that’s the revolution.” —Andrew Nusca