



#BAChicago

# BUSINESS ANALYTICS INNOVATION SUMMIT



May 15 & 16, 2017 | Chicago

## DAY 1

 Business Analytics Innovation  
 Marketing Analytics

08:00

Registration & Light Breakfast

08:55

Chairperson Overview

09:00

The Role & Set Up of an Analytics & CRM Center of Excellence

Charlotte Tsou — SVP, Analytics & CRM at HSBC

09:30

Data Science Applications in Online Retail

Ismail Parsa — Senior Research Scientist at Amazon

10:00

Data and the Business: Speaking the Same Language

Pallas Horwitz — Lead Data Scientist at Mayvenn

10:30

The Power of Predictive Analytics and Decision Management for Improving Operational Decisions

Sean Naismith — Head of Analytics Services at Enova Decisions

11:00

Coffee Break

Business Analytics Innovation

11:30

Predictive Policing: How Police Departments are Using Data as a Leveraging Factor to Fight

## Crime & The Future of Data-Driven Policing

Sabih Khan — Intelligence & Crime Analysis Officer at Skokie Police Dept, Spec Ops

12:00

## Successful Analytics in an IOT World

Rajeeve Kaul — SVP, Analytics & Transformation at G4S

12:30

Lunch

14:30

## Data Science & Machine Learning to Improve the Customer Experience

Jan Neumann — Director, Technical R&D at Comcast

15:00

## Building Data Science: Transitioning Companies to Data Driven Methodologies

Scott Sokoloff — Chief Data Officer at OrderUp

15:30

Coffee Break

16:00

## Smarter Data Initiatives for More Effective Business Transformation

Industry Leaders — Panelists at IE.

## Marketing Analytics

11:30

## Driving Decision-Making in your Business with Analytics

Greg Cochara — VP, Sales Operations at FMG & The Onion

12:00

## From Instinct to Insight: How BMW uses Analytics to Understand Consumers

Jeff Hamilton — Head of Consumer Insights at BMW Group

12:30

Lunch

14:30

## Measuring True Business Results with People-Based Attribution

Dominic Williamson — Lead, Marketing Science at Facebook

15:00

## Layering Insights on Automation: How American Express Customer Marketing uses Big Data Infrastructure to its Advantage

Eric Callahan — Dir., Performance Analytics at American Express

15:30

## Coffee Break

16:00

## Connecting the Dots between Analytics & Business Problems: Case Studies from the Retail & Consumer Sectors

Ujjwal Sinha — Former VP, BI & Analytics at Target

16:30

## Setting up for Multi-Channel Success

Andrew Brinckerhoff — Assoc Mgr., Digital Analytics at Astellas

17:00

## Networking Drinks

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## DAY 2

08:30

Registration & Light Breakfast

09:25

Chairperson Overview

09:30

LinkedIn Talent Solution (LTS) Annual Renewal Product Upsell & Cross-sell Prediction

Wenrong Zeng — Associate, BA & Data Science at LinkedIn

10:00

Demystifying Deep Learning: Business & Technical Primer

Alfred Essa — VP, Research & Data Science at McGraw-Hill Education

10:30

Coffee Break

11:00

The Rise of Behavioral Analytics in the Workplace

Mani Gill — Principal Architect at Microsoft

11:30

Context & Insights: A 360-Degree Approach to Understanding Customers

Sourav Bhuyan — Senior UX Researcher at Zappos

12:00

Lunch

14:00

Developing a Statewide Data Practice

Kevin Harrison — Assistant CDO at State of Illinois

14:30

## Real Time Fraud Detection in Digital Payments

Subha Gopalakrishnan — Sr. Eng. Mgr, Enterprise Risk Platform at PayPal

15:00

End of Summit