

#GamingData17

# GAMING ANALYTICS SUMMIT

April 26 & 27, 2017 | San Francisco

## DAY 1

08:00

Registration & Light Breakfast

08:55

Chairperson Overview

09:00

Building a Programmatic Consumer-facing Marketing Org

Kimberly Corbett — VP, User Acquisition at Zynga

09:30

Disrupting Customer Relationship Management with Graph Theory

Ben Devienne — Head of Data Science at Gameloft

10:00

Analytics in the Age of Voice

Paul Joffe — Head of Product, Games at Sony Pictures

10:30

Introduction to IBM

Joir-dan Gumbs — Sr. Advisory Software Engineer at IBM

10:35

Coffee Break

11:00

Using Platform Analytics for Fun & Profit

Frédéric Dubut — SPM, BI & Data Platform at Microsoft XBOX

11:30

## Competitive Intelligence: The Analytics Capability You Didn't Know You Needed

Jeremy Ballenger — Head of Analytics at Wargaming

12:00

## Price Promotions in Free-to-Play Games

Julian Runge — Head of Analytics & Big Data at Wooga

12:30

Lunch

14:00

## Managing Insights at Scale

Omeed Rameshni — Director, Insights, LoL at Riot Games

14:30

## Cookies & Theft: How to Model Like a Criminal

Alex Tarrand — Head of Product Management at MobilityWare

15:00

## Data Oriented Design

Seyed Sajjadi — Data Scientist at EA

15:30

Coffee Break

16:00

## Telltale Games: A Data Driven Creative Process

Jerry Liu — Dir., Strategy & Consumer Insight at Telltale Games

16:30

## Intellectual Collaboration for VR: Coopetition & Universal User Acquisition

Cindy Mallory — Business Analyst, VR Game Dev at DreamSail Games

17:00

Networking Drinks

# GAMING ANALYTICS SUMMIT

April 26 & 27, 2017 | San Francisco

## DAY 2

08:00

Registration & Light Breakfast

08:55

Chairperson Overview

09:00

Moving from Production to Marketing: Rediscovering the Game Data

Florent Blachot — Manager, Data Science at Ubisoft

09:30

Harnessing the Power of Analytics in Gaming

Nitin Gautam — GM, Customer Data & Analytics at Microsoft

10:00

Game Design & Analytics: The Dream is Real

Mabel Lin — Head of Game Analytics at Blizzard Entertainment

10:30

Coffee Break

11:00

Predicting Future : App Event Optimization & Future Value Map to maximize LTV

Yohan Chin — VP, Data Science at Tapjoy

11:30

How Design Has to Change to Embrace the True Nature of Live Game

Geoffroy Mouret — Game Intelligence Analyst at Ubisoft

12:00

Creating Actionable Telemetry at 343 Industries

Tom Mathews — Sr. Data & Applied Scientist at 343 Industries

12:30

Lunch

13:30

The 100k Question: Leveraging Large Scale Datasets to Make the Most of In-Game Decisions

Dylan Rogerson — Senior Data Scientist at Activision

14:00

Establishing a Culture of Analytics in Your Studio

Joel DeYoung — Director, Technology at Hothead Games

14:30

Improve Your Game Using Machine Learning, Without Understanding Machine Learning

Sam du Rose — Manager, Marketing Analytics at Product Madness

15:00

End of Summit