

Predictive Analytics & Big Data

Monday November 16th

8:30am	<p>Keynote - Westin Ballroom</p> <p>Pursuing Excellence through Analytics <i>Pursuing Excellence – Analytics + Process + Technology = Advantage</i></p> <p>AI Adamsen, Speaker, Advisor, Founder @ PCS-Partners</p>	
9:45am	<p>Keynote - Westin Ballroom</p> <p>Next Generation Analytics & The Evolution of Data Science <i>Maximize data science and big data to support marketing, customer experience, user experience and new product development</i></p> <p>Chris Chapo, Founder @ ENJOY, Inc., fmr. Vice President, Data Science & Analytics @ Intuit</p>	
11:00am	<p>Westin Ballroom</p> <p>Advanced Big Data Platform <i>Develop an enterprise data platform that enables informed decision making and innovative product development</i></p> <p>David Mariani, CEO @ AtScale</p>	<p>Oak Room</p> <p>Programmatic In Action <i>The impact of Programmatic - observations and technology</i></p> <p>Lyndon Wong, Director of Marketing @ Fuze</p>
12:00pm	Lunch	

	Predictive Analytics & Big Data	Data Products & Analytics	Programmatic & Digital Analytics
1:00pm	<p>Westin Ballroom</p> <p>Big Data Architecture & Analytics <i>A comprehensive approach to harness big data architecture and analytics for business growth</i></p> <p>Steve Gonzales, Principal Manager @ Think Big Analytics</p>	<p>Laurel Room</p> <p>Build a High-Performance Analytics Organization <i>Define the vision and roadmap, overcome typical obstacles and achieve results from high-performance analytics</i></p> <p>Ihsan Kurt, Senior Director of Analytics @ Ebates</p>	<p>Oak Room</p> <p>Mobile Programmatic <i>Programmatic on the go – the rising world of mobile programmatic</i></p> <p>Chris Martellotti, Co-Founder @ Wholetone Media</p>
2:15pm	<p>Westin Ballroom</p> <p>Predictive Analytics for Growth <i>Define and leverage analytics capabilities to drive business growth</i></p> <p>Cathy Tanimura, Director, Analytics & Big Data @ Okta</p>	<p>Laurel Room</p> <p>Data Science & Design Thinking <i>Modern Big Data design patterns – case driven designs</i></p> <p>Sujee Maniyam, Principal @ Elephant Scale</p>	<p>Oak Room</p> <p>Predictive Analytics & The Future of Real Time Valuation <i>Utilize real-time data measurement, data integration, analytics and data visualization to drive decision making</i></p> <p>Rudy Grahon, Sr. Vice President of Analytics @ Zenith Optimedia</p>
3:30pm	<p>Westin Ballroom</p> <p>Big Data Analytics + Product Analytics + Customer Analytics <i>Big Data architecture to enable product and customer analytics success</i></p> <p>Jules Malin, Data Product Manager @ GoPro Wesley Pasfield, Manager of User Insights @ GoPro</p>		<p>Oak Room</p> <p>Applying Intelligence for Measurement & Targeting <i>Develop a data-driven approach to segmentation to optimize programmatic campaign</i></p> <p>Mario Vinasco, Data Scientist @ facebook</p>

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8:30am	<i>Keynote - Westin Ballroom</i> Beyond Big Data <i>Framework to enable analytics teams to drive business impact through Big Data</i> Michael Li , Director, Business Analytics @ LinkedIn	
9:45am	<i>Westin Ballroom</i> Jump Starting Your Analytics Team <i>Define the vision and roadmap, overcome typical obstacles and achieve results from high-performance analytics team</i> Peter Fishman , VP of Analytics @ Zenefits	<i>Oak Room</i> Real-Time Predictive Analytics <i>Using real-time artificial intelligence to predict intent across channels and touchpoints</i> Jarvis Mak , SVP of Customer Success @ rocketfuel
11:00am	<i>Westin Ballroom</i> Predictive Modeling & Anomaly Detection <i>Analyze the difference between "supervised" and "unsupervised" learning</i> David Gerster , VP, Data Science @ BigML	<i>Oak Room</i> Big Data Driven Personalization <i>Use Big Data to transform the customer experience</i> Daqing Zhao Director, Advanced Analytics @ Macy's
12:00pm	Lunch	
1:00pm	<i>Westin Ballroom</i> Big Data: Strategy and Analytics <i>A comprehensive approach to harness big data and analytics for business growth</i> Ken Kring , Director, Product Development at Sears Corporation	<i>Oak Room</i> The Art & Science of Programmatic Collaboration <i>Partnerships and collaboration to ensure accurate metrics and programmatic success</i> Cynthia Butler , Sr. Manager, Programmatic Operations @ Inform Media Group
2:15pm	<i>Westin Ballroom</i> Analytics for All <i>Bringing simplicity, ubiquity, and actionability to analytics, without sacrificing statistical rigor, to empower all levels of the workforce</i> Arijit Sengupta , CEO @ BeyondCore	

