



8:30am – Opening Address – Westin Ballroom A

## Pursuing Excellence through Analytics

*Pursuing Excellence – Analytics + Process + Technology = Advantage*

**AI Adamsen**, Speaker, Advisor, Founder @ Agile Performance

Thursday, August 25<sup>th</sup>

Friday, August 26<sup>th</sup>

## FP&A 2016

### BIG DATA & THE FUTURE OF FINANCE



Keynote, 9:45am – Bayshore Ballroom

#### Build a High-Performance FP&A Team

*Define the vision and roadmap to implement high performing FP&A across the organization*

**Rahul Mathur**, SVP, Finance @ Cypress Semiconductor

Keynote, 11:00am – Bayshore Ballroom

#### Big Data and The Future of Finance

*Harness financial data to promote better financial planning and drive financial execution*

**James Myers**, Director @ FP&A Strategy Consulting and Finance Consultant @ Hewlett-Packard



1:00pm - Bayshore Ballroom

#### Financial Modeling and Design Thinking

*Data driven business modeling with design thinking in mind*

**Vivian Corneillet**, Finance Leader, FP&A @ Citrix



2:15pm - Bayshore Ballroom

#### Finance: Strategic Partner and Business Analyst

*Providing strategic business partnership and influence to maximize profitability*

**Gorton Chiu**, Director, Finance and Technology @ Intuit



2:15pm - Bayshore Ballroom

#### Strategic Pricing for New Product Launches

*Develop an effective roadmap for go to market strategies and product pricing*

**Doug Ireland**, Vice President, Finance @ Prezi

## MARKETING SCIENCE

### BIG DATA & THE FUTURE OF MARKETING

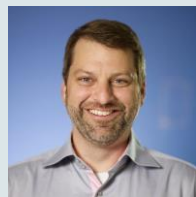


Keynote, 9:45am – Westin Ballroom

#### Marketing Science and Analytics

*Analytics as the foundation for good marketing*

**Gauthier Vasseur**, Vice President Marketing @ Trufa, Inc

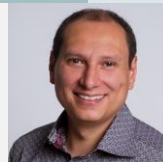


Keynote, 11:00am – Westin Ballroom

#### Building Marketing Analytics @ Box

*Automation, tracking, reporting, attribution and campaign performance at a high growth company*

**K. Scott Davis**, Frmr. Head of Marketing Operations @ Box



1:00pm - Laurel Room

#### Build a High-Performance Analytics Team

*Define the vision and roadmap for high-performance analytics*

**Christopher Gutierrez**, Chief Data Scientist @ 6Sense



2:15pm - Laurel Room

#### Advanced Analytics CoE

*Develop an enterprise analytics CoE that enables analytics-based decision making*

**Arati Chavan**, Advisor, Business Analytics @ Centrifly (formerly Microsoft)



3:30pm - Laurel Room

#### Big Data Analytics for Growth

*Exploit Product, Marketing, Customer and Finance Analytics to Drive Business Growth*

**Bhushan Lengade**, Director of Analytics @ Ten-X (formerly Auction.com)

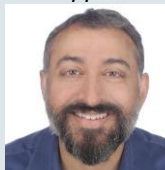


1:00pm – Westin Ballroom A

#### Demand Generating Analytics

*Drive demand generation through advanced analytics*

**Man Chan**, Vice President of Data Science @ Apttus

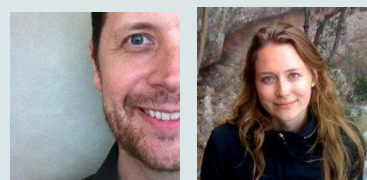


2:15pm – Westin Ballroom A

#### Data Science Empowering Personalization

*Enable personalized customer engagement through data science*

**Raj Sen**, Group Manager, Customer Analytics @ Adobe



3:30pm - Westin Ballroom A

#### Customer Journey Analytics & Attribution

*An analytical approach to mapping and forecasting customer journey, and applying attribution*

**Benjamin Rose**, Director of Analytics @ Pandora & **Aleks Leyzerovskaya**, Data Scientist @ Pandora



8:30am – Keynote – Westin Ballroom A

## Analytics for All

*Bringing simplicity, ubiquity, and actionability to analytics, without sacrificing statistical rigor, to empower all levels of the workforce*

**Kerem Tomak**, Chief Analytics Officer @ Sears Holdings Company

## FP&A 2016

### BIG DATA & THE FUTURE OF FINANCE



9:45am – Bayshore Ballroom

#### Next Generation Finance: Moving from Average to World Class

*Develop an effective roadmap that drives financial partnerships and delivers financial excellence*

**Jesper Hybholt Sorensen**, Senior Director, Finance @ Oracle

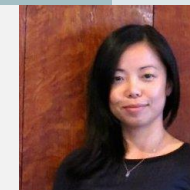


11:00am - Bayshore Ballroom

#### FP&A: Data Management and Systems Optimization

*Getting it right. Harness the power of accurate and timely master data to drive your business decision*

**Traci Gearhart**, Data Governance and Finance Systems @ Independent (former Director, Master Data @ Levi Strauss & Co



11:00am - Laurel Room

#### Data Platform for Growth Analytics

*A comprehensive approach to build data foundation and analytical capabilities for business growth*

**Victoria Zhang**, Head of Data Strategy @ Eventbrite



11:00am - Westin Ballroom A

#### Voice of Customer Excellence

*Create deep insights through information optimization and utilization*

**Raj Sivasubramanian** @ Formerly at eBay

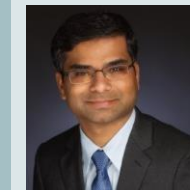


1:00pm - Bayshore Ballroom

#### FP&A Innovation: Analytics & IoT

*Building for the future with financial intelligence and FP&A optimization*

**Sharad Kumar**, Senior Director of Finance and Head of FP&A @ Pulse Secure



1:00pm – Westin Ballroom A

#### Data-Driven Marketing Optimization & Analytics

*Optimize marketing decisions by leveraging data and analytical decision making*

**Ramkumar Ravichandran**, Director Analytics @ Visa



2:15pm – Closing Keynote – Westin Ballroom A

## The Future of Analytics & The Evolution of Data Science

*Maximize data science and big data to support finance, marketing and new product development*

**Chris Chapo**, Vice President, Analytics @ Gap Inc

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