



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 25th

Friday, August 26th

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

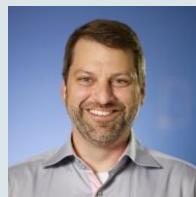


Keynote, 9:45am – Westin Ballroom

Marketing Science and Analytics

Analytics as the foundation for good marketing

Gauthier Vasseur, Vice President Marketing @ Trufa, Inc

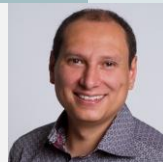


Keynote, 11:00am – Westin Ballroom

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)

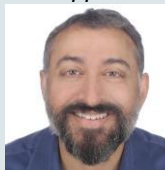


1:00pm – Westin Ballroom A

Demand Generating Analytics

Drive demand generation through advanced analytics

Man Chan, Vice President of Data Science @ Apttus

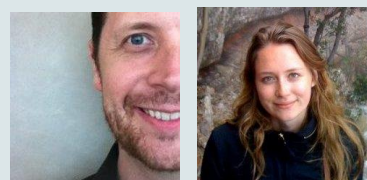


2:15pm – Westin Ballroom A

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



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



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 Chappo, Vice President, Analytics @ Gap Inc

MARKETING SCIENCE

BIG DATA & THE FUTURE OF MARKETING

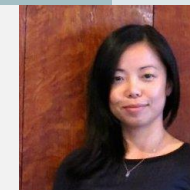


9:45am – Westin Ballroom A

How to measure ROI for new/emerging programs

Choosing the right performance management and reporting metrics

Mia Dand, Data-driven Marketing Leader @ Lighthouse3.com



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

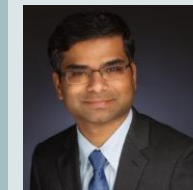


11:00am - Westin Ballroom A

Voice of Customer Excellence

Create deep insights through information optimization and utilization

Raj Sivasubramanian @ Formerly at eBay



1:00pm – Westin Ballroom A

Data-Driven Marketing Optimization & Analytics

Optimize marketing decisions by leveraging data and analytical decision making

Ramkumar Ravichandran, Director Analytics @ Visa

www.GAN-Events.com