

October 20 – 21, 2011
Atlanta, GA

Marketing Analysis

Workforce Planning

Product Management

Financial Planning & Analysis

Business Planning & Analysis 2011



Integrated Business Planning
Competitive Advantage through Analytics
Advanced Analytics
Data Translation, Interpretation & Delivery
Performance Analysis
Predictive Analytics & Forecasting



Earn 13 CPE Credits

Agenda

Day One - October 20, 2011



8:30 am
Keynote:
Competitive Advantage Through Analytics
Harness analytics to promote better strategic planning and drive execution
Manish Shah, Director of Strategy & Analytics at **InterContinental Hotels Group**

9:45 am
Keynote:
Integrated Strategic Planning
Improve organizational performance with cross functional enterprise planning
Ricardo Dalmas, Sr. Director of Strategy at **Pepsi Beverages Company**

	FP&A	Workforce Planning & Analysis	Product Management Planning & Analysis	Marketing Planning & Analysis
11:00 am	Finance Business Partner <i>Results oriented financial planning and analysis to drive business growth</i> Raphael Fuchs , Finance Director FP&A at Newell Rubbermaid	Evidence-Based Decision Making for HR <i>HR decision making that reflects data driven insight and comprehensive analysis</i> Al Adamsen , Founder and Managing Partner at People-Centered Strategies, LLC	Growth Strategy Across the Category Lifecycle <i>Evaluate how category lifecycle stages impact marketing, product decision making and brand growth</i> Bob Clark , President of 24k Consulting , formally Marketing Director at SC Johnson	

12:00 pm Lunch and Networking Break

1:00 pm	Planning, Budgeting and Rolling Forecasts <i>Rethinking the budgeting and forecasting process utilizing best practices and driver-based modeling</i> John Sanchez , President, Managing Director at The FPA Group	Continuous Improvement for Workforce Planning & Analysis <i>Integrate six sigma process improvement concepts into human resource management</i> Kasthuri Henry , President at KasHenry Inc , Former VP at Career Education Corp	Product Roadmapping <i>Engage in collaborative roadmapping with both internal and external stakeholders</i> Scott Scoggins , VP, Mobile Channel Product Manager at SunTrust Bank	Predictive Analytics <i>How using advanced testing and modeling techniques better predicts market behavior</i> Eugene Roytburg , Vice President at A.T. Kearney
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2:15 pm	Financial Performance Analysis <i>Utilize KPIs and performance drivers to improve financial and operational results</i> Frank Merchiers , Vice President of Global Finance and Information Delivery at InterContinental Hotels Group	Strategic Workforce Planning <i>An advanced framework for implementing workforce planning and analysis</i> Lucia Erwin , Founder and Navigator at Talent Planning Solutions	Predicting Future Innovation <i>Maximize your innovation success and return on innovation</i> Eugene Roytburg , Vice President at A.T. Kearney	Market Forecasting and Analytics <i>Forecasting tactics for accurate marketing and sales planning</i> Larry Fauconnet , Sr. Manager, Competitive Intelligence at AT&T Advertising Solutions
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3:30 pm	Continuous Improvement for FP&A <i>Integrate six sigma and process improvement concepts into financial planning and analysis</i> Kasthuri Henry , President at KasHenry Inc , Former VP at Career Education Corp	Predictive Analytics for Human Resources <i>A data mining approach for predicting voluntary turnover</i> Jason Noriega , Workforce Analytics and Metrics at Lawrence Livermore National Laboratory	Product Finance, Price, Margin and Profitability <i>Support managerial decisions with product financial planning & analysis</i> Malena Rosero , Lead Finance Manager, Emerging Devices at AT&T Mobility	Social Media Intelligence <i>Social media strategies for brand, campaign and customer insight</i> Don Mitchell , Consultant at Social Butterfly
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4:30 pm Networking Reception

Agenda

Day Two - October 21, 2011



8:30 am	<p>Keynote: Advanced Analytics <i>Decision making based on facts, data and analytical insight</i> Arthur Kordon, Advanced Analytics Leader at Dow Chemical</p>			
9:45 am	<p>Keynote: Data Aggregation and Interpretation <i>Deliver meaningful information to drive better business decisions</i> AI Adamsen, President at People-Centered Strategies</p>			
	FP&A	Workforce Planning & Analysis	Product Management Planning & Analysis	Marketing Planning & Analysis
11:00 am	<p>FP&A Operating Model <i>An inside look at the Corporate, BU and product level FP&A organizational chart at a leading company</i> Jim Robertson, Former Vice President of FP&A at IES</p>	<p>Workforce Analytics at Work <i>Link HR initiatives to business outcomes through workforce analytics</i> Koren Ichihara, HR Operations and Analytics at Sears Holdings Corporation</p>	<p>Advanced Product Innovation Processes <i>Leverage practices that promote efficient innovation throughout the organization</i> David Weinberger, former Vice President of Advanced Analytics at Georgia Pacific</p>	<p>Marketing Mix Optimization <i>Maximize resource allocation for more effective usage of marketing spend</i> Russell Pierce, Director of Media Mix Optimization at AT&T Consumer and Mobility Marketing</p>
12:00 pm	Lunch and Networking Break			
1:00 pm	<p>FP&A: Driving Optimal Financial Decisions <i>Leverage financial analysis processes to enhance strategic decision making in your organization</i> Tarun Chopra, CFO, Vice President of Finance at Clements International</p>	<p>Integrated Talent Management <i>An integrated approach to talent management and succession planning</i> Lucia Erwin, Founder and Navigator at Talent Planning Solutions</p>	<p>Competitive Intelligence <i>Develop a fact-based approach to understanding and anticipating the competition</i> Ronald Kern, Market Research and Customer Insights Specialist at Reed Elsevier</p>	<p>ROI and Value-Based Customer Management <i>Determine customer value and identify returns on marketing activities</i> David Weinberger, former Vice President of Advanced Analytics at Georgia Pacific</p>
2:15 pm	<p>Communication and Integration <i>Integrated planning and budgeting to improve financial performance (10 step process)</i> Bob Paladino, Founder at Bob Paladino & Associates, LLC</p>	<p>Workforce Planning for Knowledge Workers <i>Creating a framework to maximize performance</i> Heather Avery, Sr. Manager, Business Analytics at Aflac</p>	<p>Product Portfolio Optimization <i>Optimize product portfolios through effective management of innovation, introduction and existing products</i> Sandeep Kaul, Director of Product Portfolio Management and Innovation at The Coca-Cola Company</p>	<p>Marketing Performance Measurement and Management <i>Use metrics and analytical approaches to measure marketing impacts and ROI</i> Daniel Stiefel, Interim Vice President of Sales and Profit at Church's Chicken</p>
3:30 pm	Adjourn			

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