

February 8 - 10, 2012
San Francisco, CA

 Gateway Management Inc.

Business Analytics Week

Predictive Analytics & Business Insights



Evidence-Based Decision Making

Competitive Advantage through Analytics ● Advanced Analytics

Data Translation, Interpretation & Delivery ● Performance Analysis

Predictive Analytics & Forecasting

www.gmi-solutions.com

Program Agenda



Thursday, February 9, 2012

8:30 am	<p><i>Keynote</i> Predictive Analytics – Cradle to Mid-Life <i>The tail wagging the dog just ain't what it used to be</i> Jon Farrar – Independent Consultant, former SVP, Manager of Predictive Modeling at Union Bank</p>	
9:30 am	<p><i>Keynote</i> Evidence-Based Decision Making <i>Transition data into meaningful strategic and tactical insights</i> Al Adamsen – Founder at People-Centered Strategies</p>	
11:00 am	<p>Analytics Enablement and Deployment <i>Create a governance, usage and accountability system that aligns to strategic, analytics-based objectives</i> Saum Mathur – Vice President, IT, Global Business Intelligence at Hewlett-Packard</p>	
12:00 pm	<p>Lunch and networking break</p>	
	<p>Track A: Predictive Analytics at Work</p>	<p>Track B: Business Insights at Work</p>
1:00 pm	<p>Predicting Customer Value <i>A data-driven approach to predicting the lifetime value of a customer for optimal segmentation and planning</i> Aamod Sathe – Sr. Manager, Business Analytics at PayPal</p>	<p>Competitive Advantage through Analytics <i>Develop a comprehensive framework for analytics to deliver advantage in marketplace</i> Bob Paladino – Founder at Paladino & Associates</p>
1:50 pm	<p>Anticipating Customer Behavior <i>Leverage a comprehensive model for forecasting customer behaviors and trends</i> Daqing Zhao – Director, SEM Analytics at Ask.com</p>	<p>Fact-Based Performance Management <i>Analytical metrics to measure performance and guide business planning</i> Nurtekin Savas – Sr. Director at Visa</p>
2:40 pm	<p>Customer Experience Management <i>Optimize your site to deliver a highly engaging customer experience</i> Janet Jaiswal – Sr. Director, Global Product Management at Tealeaf Technology</p>	<p>Business Insights through Big Data <i>Improve decision making capabilities by effectively analyzing big data</i> Jesse Gross – Vice President of Analytics at Semphonic</p>
3:30 pm	<p>The Intelligent Enterprise <i>Utilize decision management to move from Business Intelligence to Predictive Analytics</i> James Taylor – CEO at Decision Management Solutions</p>	
4:30 pm	<p>Networking Reception</p>	

Program Agenda



Friday, February 10, 2012

8:30 am	<p>Keynote: Data Science for Business Growth <i>Translate data into actionable information that drives product development and innovation</i> George Roumeliotis – Leader of Analytics Engineering for Product Innovation at Intuit</p>	
9:30 am	<p>Keynote: Next Generation Analytics <i>The future of analytics as the ultimate decision provider</i> Eugene Roytburg – Managing Partner at 4i, Inc; Sr. Advisor at AT Kearney</p>	
11:00 am	<p>Integrated Data Management <i>Establish a truly integrated enterprise BI analytics platform</i> Dongyan Wang – Senior IT Director, Enterprise Solutions at NetApp</p>	
12:00 pm	<p>Lunch and networking break</p>	
	<p>Track A: Predictive Analytics at Work</p>	<p>Track B: Business Insights at Work</p>
1:00 pm	<p>Predicting Market Growth, From Past to Future <i>How advanced analytics helps optimum market growth decisions</i> Eugene Roytburg – Managing Partner at 4i, Inc; Sr. Advisor at AT Kearney Lana Klein – Managing Partner at 4i, Inc</p>	<p>Predictive Analytics for Workforce Planning <i>Using decision trees to find predictive patterns of employee turnover</i> Jason Noriega – Workforce Analyst at Lawrence Livermore National Laboratory</p>
1:50 pm	<p>Social Media Analytics <i>Leverage text analytics to gain social media insights</i> Michael Radwin – Director of Data-Driven Experiences at Intuit</p>	<p>Predicting and Optimizing Global Opportunity <i>Utilize predictive analytics capabilities to better gauge economic landscape and market entry</i> Eugene Roytburg – Managing Partner at 4i, Inc; Sr. Advisor at AT Kearney Lana Klein – Managing Partner at 4i, Inc</p>
2:40 pm	<p>Build a High Performance Analytics Organization <i>Create an accountability system that aligns analytics-based decision making to strategic planning and execution</i> James Niehaus – Director of Web Optimization & Web Analytics at Symantec</p>	
3:30 pm	<p>Adjourn</p>	