DATA SCIENCE & AI CONFERENCE

Creating Value through Business Analytics

October 31, 2019
Downtown DoubleTree Hotel
Tulsa, OK

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CENTER FOR EXECUTIVE AND PROFESSIONAL DEVELOPMENT
Spears School of Business
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<th>Time</th>
<th>Event</th>
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<tr>
<td>7:30 a.m.</td>
<td>Registration – OSU Tulsa Business Forum</td>
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<td>8:00-9:30 a.m.</td>
<td>Breakfast “A Purposeful Brand: The Power Behind Airbnb”</td>
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<td>Tulsa Business Forum Speaker</td>
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<td>Jonathan Mildenhall, former Chief Marketing Officer, Airbnb and Co-Founder and CEO, TwentyFirst Century Brand</td>
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<td>9:30-10:00 a.m.</td>
<td>Networking Break and Registration</td>
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<td>OSU Data Science and AI Conference</td>
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<tr>
<td>10:00-10:10 a.m.</td>
<td>OSU Data Science and AI Conference Welcome</td>
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<td>Moderator: Dr. Ramesh Sharda, Vice Dean, Watson Graduate School of Management, Spears School of Business, Oklahoma State University</td>
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<td>10:10-10:45 a.m.</td>
<td>Application of SAS Business Intelligence for IoT/Criminal Justice</td>
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<td>John C. Brocklebank, Ph.D., Executive Vice President &amp; Chief Hosting Officer, Global Hosting and US Professional Services, SAS Institute Inc., Cary, NC</td>
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<td>10:45-11:30 a.m.</td>
<td>The Road Ahead: Artificial Intelligence, Machine Learning, Data Analytics, and Visualization</td>
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<td>Bonnie K. Holub, Ph.D., Practice Lead, Data Science, Americas, Teradata, Minneapolis, MN</td>
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<tr>
<td>Time</td>
<td>Session Title</td>
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| 11:30 a.m.-12:00 p.m. | **Closing the Gap: Discovering the Art in Data Science**                                           | Companies have invested billions in systems, raw data and talent, yet many are struggling to obtain a return on their investment. The technology, skills and talent are there, so what are the gaps preventing companies from accomplishing their goals? Delivery of the science is typically the focus in Data Science activities, but often little to no effort is spent on the art supporting this science. Execution, communication, the value equation, persuasion, and other artful skills are the key to bridging the gaps and establishing a well-rounded program.  

*Mark Nance, Chief Data Officer, American Fidelity, Oklahoma City, OK* |

| 12:45-1:30 p.m. | **What Sports Analytics Can Learn from Businesses, and Vice-Versa!**                         | This fast-paced talk takes a look at the state of analytics in the business and sports worlds. New big data sources like sensors and video create new problems for scouting and health/safety in sports but have analogues to uses in industry. We’ll explore 6 areas of sports analytics and map to the most useful industry techniques that apply, but along the way we’ll also discover some sports problems for which businesses are behind.  

*Dr. Dave Schrader, Business and Sports Analytics Coach, Teradata University Network, Hermosa Beach, CA* |

| 1:30-2:45 p.m. | **Panel: Applications of Machine Learning and AI in Business: Challenges and Opportunities**          | This panel will cover issues and lessons learned in setting up an analytics infrastructure in an organization. The topics covered will include hardware, software, and cloud subscriptions used for data collection, compilation, storage, analysis, and presentations.  

*Moderator: Dr. Goutam Chakraborty, SAS Professorship in Marketing Analytics, Director, Master of Science in Business Analytics, Spears School of Business, Oklahoma State University*  

*Panelists:  
Eric Blabac, Director of Decisions Science, Sam’s Club, Bentonville, AR  
Brandon Brown, Vice President and CIO, Laredo Petroleum, Tulsa, OK  
Brad Cost, Chief Executive Officer/President, Infinedi and Chief Operating Officer, QVH Systems, LLC, Tulsa, OK* |

| 2:45-3:00 p.m. | Break                                                                                           |                                                                                                                                                                                                         |
| 3:00-3:45 p.m. | **AWS | Artificial Intelligence – Art of the Possible**                                                  | During this session, we will delve into the history and fundamental terminology of Artificial Intelligence and its subfields such as Machine Learning and Deep Learning. We will also explore current trends (such as the convergence of IoT with AI, using AI for good, and several more) and look at numerous case studies of AI use across a wide-range of industry verticals.  

*Vadim Omeltchenko, AWS Solutions Architect, Amazon Web Services, Tampa, FL* |

| 3:45-4:30 p.m. | **Industry Successes in Modern Cloud Analytics**                                                   | With over a decade of experience guiding customers on their analytics journeys, InterWorks has learned what works and what doesn’t work. Come listen to a survey of modern cloud analytics best practices, example architectures and lessons learned from industry. The session will focus on specific customer scenarios and outcomes.  

*Brian Bickell, Data Practice Lead, InterWorks, Stillwater, OK* |

| 4:30 p.m.       | **Summary and Adjourn**                                                                               |                                                                                                                                                                                                         |
Eric Blaiec, Executive Vice President of SAS Global Hosting and US Professional Services, has more than 36 years of SAS programming and statistical experience. He leads a division of more than 1,100 employees, nearly 400 of whom are doctoral-level SAS experts who create advanced analytics solutions that are critical across industries, as well as state and local government – such as fraud, waste, tax collection, public safety and education. In addition, he is responsible for managing the various ways customers prefer to access SAS technology – on demand, on-premises or in the cloud.

Brian Bickell, with over a decade of data analytics industry experience, leads the data management practice at InterWorks. He manages teams of data engineers and architects positioned across the United States, Europe and Australia delivering data services. He also manages InterWorks’ portfolio of database, ETL and public cloud technology partnerships.

John C. Brocklebank, Executive Vice President of SAS Global Hosting and US Professional Services, has more than 36 years of SAS programming and statistical experience. He leads a division of more than 1,100 employees, nearly 400 of whom are doctoral-level SAS experts who create advanced analytics solutions that are critical across industries, as well as state and local government – such as fraud, waste, tax collection, public safety and education. In addition, he is responsible for managing the various ways customers prefer to access SAS technology – on demand, on-premises or in the cloud.

Brandon Brown serves as Vice President and Chief Information Officer for Laredo Petroleum, based in Tulsa OK. Mr. Brown has more than 25 years of experience in fortune 500 companies, setting technical visions and strategies. Prior to joining Laredo, he was with Chesapeake Energy for 12 years serving in positions of increased responsibility, focused primarily on transformational data and solution delivery. Mr. Brown earned a bachelor’s degree from Oklahoma’s Northeastern State University. Brandon also enjoys volunteer work and serves on the Board of Directors, and chairs the Technology committee for the Oklahoma Regional Food Bank.

Dr. Goutam Chakraborty holds the SAS professorship in Marketing Analytics in the School of Marketing and International Business and director of Master of Science in Business Analytics in the Spears School of Business at Oklahoma State University. He has consulted extensively on issues related to developing digital business strategy, building and managing customer relationships, product development, and management and creation of e-business models.

Brad Cost, an entrepreneur and owner of Infinedi, LLC, where he has acted as the President/Chief Executive Officer since 1999; Founding Partner and current Chief Operating Officer, QWH Systems, LLC; Electronic Data Interchange consultant firm that is an advisor to the American Medical Association; Cost Investments, LLC, a commercial real estate company located in Tulsa, Oklahoma; and Genesis Interact, LLC.

Bonnie K. Holub holds a PhD in Artificial Intelligence and has spent her career correlating disparate sets of Big Data for actionable results. She leads Teradata’s Data Science Business Industries Outcomes team in the Americas. Dr. Holub has served a variety of roles including VP Talent Analytics at Korn Ferry, Master Data Scientist at Cognizant, Analytics Director at PwC, and Enterprise Data Warehouse Program Manager at UCare Health Insurance. She has been an entrepreneur founding several companies, the most successful of which is Adventium Labs, an AI and secure software research organization. She has been a tenured professor at the graduate level and been involved with the founding of several successful Big Data, Data Science, and AI programs at various universities.

Mark Nance, a native Oklahoman, serves as a Vice President and Chief Data Officer for American Fidelity. As CDO, he has primary responsibility for ensuring that data is leveraged as an asset, delivering both business value and competitive advantage. Focusing on grass roots data initiatives centered on colleague engagement, actionable insight and using data to fuel the journey, he has championed successful legacy data conversions and data governance implementations, as well as business intelligence and big data initiatives. Mark holds a BS in Accounting from the University of Central Oklahoma. Mark is a founding member of the International Society of Chief Data Officers, a member of the Gartner CDO Circle Program, a governing body chair of the Eventa CDO Inner Circle, and the Oklahoma State University MADM Advisory Board.

Vadim Omentchenko is AWS Solutions Architect for the World Wide Public Sector, focusing on higher ed customers. Vadim holds a Bachelor’s degree in Computer Science and has over 20 years of experience in systems engineering, performance tuning, automation and infrastructure. Prior to joining AWS in 2016, he worked in Telecommunications and FinTech industries. Today, Vadim specializes in artificial intelligence and machine learning services, helping customers with strategic, as well as applied aspects of adopting AI/ML in various business verticals.

Dr. Dave Schrader holds a Ph.D. in Computer Science from Purdue and has 35 years of experience at three database companies helping customers use data to build enterprise-wide data warehouses and generate deeper insights. Since retiring after 24 years at Teradata five years ago, he’s stayed on the Executive Board of the Teradata University Network, where he travels extensively to give talks on business and sports analytics. In the past three years, he gave 104 talks at 52 campuses to more than 3600 coaches, trainers, and students.

Dr. Ramesh Sharda is the Vice Dean of the Watson Graduate School of Management, Watson/ConocoPhillips Chair and Regents Professor of MIS in the Spears School of Business at Oklahoma State University. He co-authored “Decision Support and Business Intelligence Systems” and “Business Intelligence: A Managerial Approach”.

Dr. Ferry, Master Data Scientist at Cognizant, Analytics Director at PwC, and Enterprise Data Warehouse Program Manager at UCare Health Insurance. She has been an entrepreneur founding several companies, the most successful of which is Adventium Labs, an AI and secure software research organization. She has been a tenured professor at the graduate level and been involved with the founding of several successful Big Data, Data Science, and AI programs at various universities.
REGISTRATION

NAME: [ ] Mr. [ ] Ms. [ ] Dr. _______________________________________________________________

Company/Affiliation: _______________________________________________________________

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☐ Yes! I wish to be a Gold Sponsor of the OSU Data Science and AI Conference.
$3,750: Includes 8 registrations to the conference, Tulsa Business Forum (includes breakfast), and prominent recognition in promotion and at the conference. (Deductible- $1,310 Non-deductible- $2,440)*

Silver Sponsor $2,500
☐ Yes! I wish to be a Gold Sponsor of the OSU Data Science and AI Conference.
$2,500: Includes 4 registrations to the conference, Tulsa Business Forum (includes breakfast), and prominent recognition in promotion and at the conference. (Deductible- $1,160 Non-deductible- $1,340)*

*The IRS requires us to inform you the extent to which your gift for this event is tax deductible. The fair market value of benefits you will receive is listed within each level; therefore the amount of your gift greater than the benefit amount listed may be considered tax deductible. Consult a tax professional for guidance on how this applies to you and your company.

Multiple Registration Discount (8 or more people)
☐ Data Science and AI Conference and Tulsa Business Forum featuring Jonathan Mildenhall from 8:00 – 9:30 a.m. (includes breakfast) - $305 per person
☐ Data Science and AI Conference only - $220 per person

Individual Registration
☐ Data Science and AI Conference and Tulsa Business Forum featuring Jonathan Mildenhall from 8:00 – 9:30 a.m. (includes breakfast) - $335 per person
☐ Data Science and AI Conference only - $250 per person

Conference Materials (Please make checks payable to OSU)
The conference fee includes the materials in electronic format. If you would prefer a hard copy of conference materials in a binder, please check the information below for an additional fee.
☐ $15 additional fee for the Data Science and AI Conference materials.

Register Online: cepd.okstate.edu
Registration fee includes materials in electronic format, lunch and refreshments.
Breakfast included if registered for OSU Tulsa Business Forums featuring Jonathan Mildenhall, 8:00 – 9:30 a.m.

Payment Information
☐ A check payable to the OSU Foundation (for sponsorship) or OSU (for conference registration) is enclosed for the amount of $_______. Mail registration form and check to: OSU Center for Executive and Professional Development | Spears School of Business | 294 Business Building | Oklahoma State University | Stillwater, OK 74078-4011 USA
☐ If paying by credit card, please fax registration form to 405-744-6143, email registration form to cepd@okstate.edu, or call 405-744-5208.
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