

OKLAHOMA STATE UNIVERSITY

Sponsored by Oklahoma State University, Spears School of Business

5th Annual

BIG DATA ANALYTICS CONFERENCE

November 7, 2018

8:00 a.m. - 4:00 p.m.

Southern Hills Marriott Hotel
Tulsa, OK

Silver Sponsors



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BIG DATA Analytics Conference

Wednesday, November 7, 2018
Southern Hills Marriott - Tulsa, OK

The OSU Big Data Analytics Conference will explore the management and strategic impact big data can have on a company or organization. This cross-industry conference brings speakers from industries throughout the region and nation to share their experience of maximizing the use of big data. Business professionals interested in exploring analytics applications and processes for implementing such initiatives in your organization should attend this conference.

AGENDA

7:30 a.m.	Registration—OSU Tulsa Business Forum
8:00 a.m.	Breakfast
8:40 a.m.	Brand Identity and The Importance of Disruption-Moderated Q&A <i>OSU Tulsa Business Forums Speaker- Bozoma Saint John, Chief Marketing Officer, Endeavor and former Chief Brand Officer, Uber</i> 
9:30 a.m.	Break and Registration—OSU Big Data Analytics Conference
10:10 a.m.	Big Data with IoT and Real-time Streaming Analytics In the age of IoT, connected devices, sensors and meters, and tremendous volumes of data are being generated and the window of opportunity to act on that data is quickly shrinking. Learn how real-time streaming analytics and data management plays a role in the IoT ecosystem and how to realize value quickly from huge volumes of data. <i>Thomas Cook, Senior Analytics and Data Management Advisor, SAS Analytics, Austin, TX</i>
10:55 a.m.	Lessons Learned from Implementing Analytics: The Journey Experienced members will share their expertise in implementing big data analytics in their organizations. <i>Moderator: Dr. Goutam Chakraborty, SAS Professorship in Marketing Analytics, Director, Master of Science in Business Analytics, Spears School of Business, Oklahoma State University</i> <i>Panelists:</i> <i>Eric Blabac, Director of Decision Science, Membership Analytics, Sam's Club, Bentonville, AR;</i> <i>Andy Gingerich, Senior Vice President & IT Relationship Manager, BOK Financial, Tulsa, OK;</i> <i>Elvena Fong, Health Data Analytics Program Manager, Center for Health Systems Innovation, Oklahoma State University, Tulsa, OK</i>
12:10 p.m.	Lunch

1:00 p.m.	<p>Analytics of Things - Changing Your World</p> <p>With sensors and IoT, we can measure everything in infinite detail today. Analyzing this detail allows us to create new products, services and business models. The ability to automate at an unprecedented level based on measurement and analysis creates a whole new set of opportunities. With opportunity comes disruption - the biggest disruption of existing business since the industrial revolution. To realize the opportunities and avoid becoming obsolete requires a business outcome led, data centric and analytic centric view. We will discuss the strategies and technologies that enable the age of Analytics of Things.</p> <p><i>Todd Walter, Chief Technologist, Americas at Teradata Corporation, Mississauga, Ontario, Canada</i></p>
1:45 p.m.	<p>Analytics Maturity – Evolving from ‘Capability Development’ to ‘Value Delivery’</p> <p>The formal age of ‘Big Data & Analytics’ is nearly a decade old, but with a critical mass of companies and professionals collectively pushing the envelope on what’s possible, it’s difficult to keep up with all the innovations that have taken place the past few years. While enterprises from every industry have made substantial investments in their data architectures, analytical capabilities, and made first mover strides to be competitive in the areas of IOT, AI, and Blockchain, several of them are still struggling with how to create value from these investments. We’re in a critical juncture in regards to this new landscape, where its legacy will be defined as either one that produced shiny objects with little to no business value, or one that permanently, and positively, transformed our Global economy.</p> <p><i>Colin Hare, Managing Director, Strategy—M&A Services, KPMG LLP, Dallas, TX</i></p>
2:30 p.m.	<p>Break</p>
2:45 p.m.	<p>Designing the Next Generation Data Infrastructure</p> <p>Many organizations are moving to the cloud as users. This topic will address the business and organizational decisions behind moving to the cloud and the challenges faced.</p> <p><i>Moderator: Ramesh Sharda, OSU Vice Dean of the Watson Graduate School of Management, Watson/ConocoPhillips Chair and Regents Professor of MSIS, Spears School of Business</i></p> <p><i>Panel Members:</i></p> <p><i>Ryan Moog, Director, Cerner Corporation, Kansas City, KS</i></p> <p><i>Todd Walter, Chief Technologist, Americas at Teradata Corporation</i></p> <p><i>Thomas Cook, Senior Analytics and Data Manager, SAS Analytics</i></p>
4:00 p.m.	<p>Adjourn</p>



SPEAKER BIOS



Eric Blabec is a global advanced analytics expert and data science evangelist with extensive experience building and leading teams, developing analytics strategies and roadmaps, designing analytical solutions and solving complex business problems using advanced analytics and algorithmic science across a wide variety of industries. Eric's current role is Director of Decision Science - Membership Analytics at Sam's Club where he leads a team of data analysts and scientists providing advanced analytics support to the membership, marketing and product organizations.



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.



Thomas Cook has a master's degree in computer science from Texas State University and is currently an Analytics and Data Management advisor for SAS Institute. Thomas works with Energy and Manufacturing clients to help understand their business requirements, and helps them realize value from analytics and data management technologies that SAS provides in the areas of Predictive Quality, Asset Performance and Forecasting.



Elvena Fong is the health data analytics program manager at the Center for Health Systems Innovation (CHSI) at Oklahoma State University. As part of her role, she is involved with supporting and managing data analytics projects on the Cerner Health Facts database, as well as outreach and training initiatives for interested partners and students. Elvena has a multidisciplinary background in IT, the life sciences, and business. After working as a bioinformatician for several years, Elvena obtained an MBA from Johns Hopkins University and transitioned over to working with healthcare data.

Andy Gingerich is the IT Director for Enterprise Data Management at BOK Financial (BOKF). His 12-year career at BOKF has ranged from a SQL Server DBA to an SVP level position leading Data Warehousing, Enterprise Data Governance, and management of unstructured content. That journey occurred because he wouldn't stop asking questions about data. Enabling end users to access the right data and the right time with the right context is his passion and fuels his teams to success!



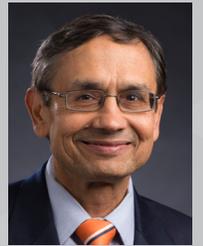
Colin Hare brings nearly 20 years' experience in creating and delivering value through the development of customer and consumer growth strategies, application of advanced analytics, and business transformation to drive optimal client impact. Colin has worked on both the services side, leading large high stakes engagements, as well as on the client side, driving real impact on the ground.



Ryan Moog is the director and solution executive of Research. Ryan Moog is responsible for setting vision and driving strategy for Cerner's research solutions, industry partnerships and client relationships across the provider, academic and life sciences industries. He leads a team focused on evolving Cerner HealthIntentSM as a platform for collaborative research and data science.



Dr. Ramesh Sharda is the vice dean of the Watson Graduate School of Management, Watson/ConocoPhillips Chair and Regents Professor of MSIS in the Spears School of Business at Oklahoma State University. He coauthored "Decision Support and Business Intelligence Systems" and "Business Intelligence: A Managerial Approach."



Todd Walter is the Chief Technologist for Teradata. With substantive expertise in big data, database engineering and systems architecture, he works closely with Teradata customers, colleagues, and alliance partners to implement data strategy and analytics. As a pragmatic visionary, Todd helps business leaders, analysts and technologists better understand all of the astonishing possibilities of big data and analytics in view of emerging and existing capabilities of information infrastructures. Todd works with organizations of all sizes and levels of experience - from start-ups to Fortune 100 companies - at the leading edge of adopting big data, data warehouse and analytics technologies.



BIG DATA

SOUTHERN HILLS MARRIOTT HOTEL
TULSA, OK

OKLAHOMA STATE UNIVERSITY
BIG DATA ANALYTICS CONFERENCE
TULSA, OK - NOVEMBER 7, 2018

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*\$3,750: Includes 8 registrations to the conference, and the 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 silver sponsor of the OSU Big Data Analytics Conference.

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**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.*

MULTIPLE REGISTRATION DISCOUNT (8 OR MORE PEOPLE)

- Big Data Analytics Conference and Bozoma Saint John Tulsa Business Forum- \$305 per person
- Big Data Analytics Conference only- \$220 per person

INDIVIDUAL REGISTRATION

- Big Data Analytics Conference and Bozoma Saint John Tulsa Business Forum- \$335 per person
- Big Data Analytics 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 Big Data Analytics 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 Bozoma Saint John, 8:00 a.m. - 9:45 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

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