OKLAHOMA STATE UNIVERSITY
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4th Annual
BIG DATA ANALYTICS CONFERENCE

March 8, 2018
8:00 a.m. - 4:30 p.m.
National Cowboy and Western Heritage Museum
Oklahoma City, OK

Silver Sponsors

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# BIG DATA Analytics Conference

**March 8, 2018 - Oklahoma City, 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

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<th>Time</th>
<th>Session</th>
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| 8:00-9:45 a.m. | **The Future of Innovation**  
*Executive Management Briefing (optional to attend)*  
George Blankenship, former executive of Tesla Motors, Apple Computer and GAP Inc. |
| 9:45-10:30 a.m. | **Networking Break**                            |
| 10:30-10:45 a.m. | **Big Data Analytics Conference Welcome**  
Dr. Goutam Chakraborty, Ralph A. and Peggy A. Brenneman Professor of Marketing, Director, Master of Science in Business Analytics, Spears School of Business, Oklahoma State University |
| 10:45-11:30 a.m. | **Determining the Economic Value of Your Big Data**  
Organizations struggle to fully understand the economic value of their data, and using traditional GAAP and financial accounting techniques to value one's data grossly under-estimates the true value of your data. We will explore recent research from the University of San Francisco on how to leverage economic and data science principles to quantify the value of your data and use that information to optimize your organization’s investments in technology and the business.  
*Bill Schmarzo, Chief Technology Officer, Big Data Practice, Dell EMC Services, Palo Alto, CA* |
| 11:30-12:15 p.m. | **The Three Essential Pillars Of A Brand-Wide Customer Experience**  
Delivering a well-orchestrated brand-wide customer experience, also known as Customer Journeys, requires three essential abilities.  
- You have to create a logical environment to connect all the data about your customers.  
- Across this connected data environment, you need to be able to run sophisticated multi-genre big data analytics that connect the insight about your customers.  
- These connected analytics expose opportunities to interact with your customers, and these interactions need to be choreographed and coordinated across all customer contact/interaction channels.  
We will explore how you can use your data to create and improve Customer Journeys and in turn help your company’s bottom line.  
*John Timmerman, Global Industry Evangelist, Teradata, Columbia, SC* |
<p>| 12:15-1:00 p.m. | <strong>Lunch</strong>                                      |</p>
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<th>Time</th>
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<tr>
<td>1:00-2:15 p.m.</td>
<td><strong>Panel: Creating Value with Big Data</strong></td>
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<td>This panel brings experts from a range of industries to provide tips/advice for how their companies are currently using big data to create value.</td>
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<td><em>Moderator:</em> Mark Nance, Vice President, Chief Data Officer, American Fidelity, Oklahoma City, OK</td>
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<td><em>Panelists:</em> Tony Capucille, President, US Payments and Payroll, Heartland, Inc., Oklahoma City, OK</td>
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<td>Kevin Decker, Director, Production Services, Chesapeake Energy Corporation, Oklahoma City, OK</td>
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<td>Shan Kirtley, Vice President, Sales, Ditch Witch, Oklahoma City, OK</td>
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<td>Dag Yemenu, Senior Vice President, Technical Services, ISN, Dallas, TX</td>
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<td>2:15-2:30 p.m.</td>
<td>Break</td>
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<td>2:30-3:15 p.m.</td>
<td><strong>Rise of the Intelligent Internet of Things – Opportunities and Challenges of Connected People, Environments, and Machines</strong></td>
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<td>Advances in the development of the Internet of Things, the Industrial Internet, and Event Stream Processing has created new opportunities and challenges for organizations. These opportunities and challenges include efficiently capturing, processing, and analyzing this high volume and high velocity data to support real time decision making. We will explore how as we implement these technologies for critical decision making, it is necessary to develop powerful and predictive “in-line” analytic methods. These methods will monitor, alert, and maintain the integrity and veracity of the data stream and proactively alert decision makers as to potential errors, malfunctions and/or cyber threats.</td>
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<td><em>Mark Wolff, Advisory Industry Consultant, Chief Health Analytics Strategist, Health and Life Sciences Global Practice, SAS Institute, Cary, NC</em></td>
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<td>3:15-4:30 p.m.</td>
<td><strong>Panel: Big Data Infrastructure Approaches</strong></td>
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<td>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.</td>
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<td><em>Moderator:</em> Dr. Ramesh Sharda, Vice Dean, Watson Graduate School of Management, Spears School of Business, Oklahoma State University</td>
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<td><em>Panelists:</em> Kathy Ball, Advanced Analytics and Data Science, Manager, Devon Energy, Oklahoma City, OK</td>
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<td>Brian Bickell, Principal, Data Practice Lead, Interworks, Oklahoma City, OK</td>
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<td>Elvena Fong, Health Data Analytics Program Manager, Center for Health Systems Innovation, Oklahoma State University, Tulsa, OK</td>
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<td>Sanjeev Taran, Senior Manager, Lead Architect, Big Data and Analytics Implementations, Deloitte, San Francisco, CA</td>
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<td>4:30 p.m.</td>
<td>Conclusion</td>
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**Kathy Ball** is the manager of advanced analytics and data science at Devon Energy. Her forte is combining real-world problems with high-tech solutions. Kathy has experience combining the best in big data approaches alongside real-time data analytics to the latest techniques in deep learning and artificial intelligence.

**Brian Bickell** is the data practice lead for InterWorks – a global IT and data consultancy headquartered in Stillwater, Oklahoma. He helps organizations like Google, Nike and GE extract maximum value from their data ecosystems. With over a decade of data architecture experience and a firm understanding of virtually every major database, Brian has a unique perspective on the ever-changing big data landscape.

**Tony Capucille** is the president of U.S. payments and payroll services for Heartland. He joined Heartland in 2003 as a sales professional and served in a variety of influential leadership positions before taking his current position at Heartland. Mixing the experience of a seasoned sales professional with an insatiable appetite for learning, Tony is a thought leader in management, structure, and strategy of sales organizations.

**Dr. Goutam Chakraborty** is the Ralph A. and Peggy A. Brenneman Professor 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.

**Kevin Decker** is the director of production services at Chesapeake Energy Corporation. His current production services teams utilize field-focused production and measurement systems to ensure production volumes are reported correctly both internally and externally. His passion is leading cross-functional teams to tackle the toughest organizational challenges head-on using creativity, targeted process review, and analytical questions to find the optimal solution.

**Shan Kirtley** has worked for the Ditch Witch® organization for more than 25 years. In 2008, he became vice president of sales and marketing, having started as a district representative and holding many roles during his tenure. An alumnus of Southeastern Oklahoma State University, he earned a Bachelor of Science in business administration. Shan is active in the underground drilling community, serving on committees for ICUEE and Common Ground Alliance.

**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 Corner 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.

**Mark Nance** 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.

**Bill Schmarzo** is the Chief Technology Officer for the big data practice for Dell EMC Services. He is responsible for setting strategy and defining the big data service offerings for Dell EMC’s big data practice and also works with organizations to identify where and how to start its big data journey. He has more than 30 years of experience in data warehousing, BI, and analytics.

**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.”

**Sanjeev Taran** is a senior manager at Deloitte and lead architect for big data and analytics implementations serving several Fortune 100 clients. He has more than 25 years of data management experience including database applications, middleware technologies, distributed computing and cloud-based architectures. Currently he is helping a multinational IT and software company migrate a 600TB legacy data warehouse to a hybrid on-premise and cloud environment using HortonWorks and Azure.

**John Timmerman** is currently responsible for the global advocacy of Teradata’s Customer Journey solutions. His 27-year career with Teradata has been exemplified by the creative and innovative use of touch-point technologies to solve business problems. John’s insight spans a broad range of industries and products and he brings a global perspective to his role.

**Mark Wolff** is an advisory industry consultant and chief health analytics strategist at SAS. He has over 25 years of experience in the health and life science domain as a scientist and analyst working in the U.S. and Europe. Mark’s areas of expertise at SAS include the development and application of advanced and predictive analytics in the life sciences and healthcare with particular interest in safety and outcomes.

**Dag Yemenu** is a senior vice president of technical services at ISN - a leading contractor and supplier management organization headquartered in Dallas, Texas. Part of Dag’s role includes the oversight of ISN's analytics group. Prior to his current role, he held positions in the company's various operational groups in the U.S. and abroad.
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☐ 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 George Blankenship Executive Management Briefing breakfast- $305 per person
☐ Big Data Analytics Conference only- $220 per person

INDIVIDUAL REGISTRATION
☐ Big Data Analytics Conference and George Blankenship Executive Management Briefing breakfast- $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 Executive Management Briefing featuring George Blankenship, 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 $__________.
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