The OSU Big Data Analytics Conference will explore the management and strategic impact big data can have on a company or organization. Business professionals interested in exploring analytics applications and processes for implementing such initiatives in your organization should attend this conference.

Speakers include:

Bill Schmarzo, Chief Technology Officer, Big Data Practice, Dell EMC Services, Palo Alto, CA

John Timmerman, Global Industry Evangelist, Teradata, Columbia, SC

Mark Wolff, Advisory Industry Consultant, Chief Health Analytics Strategist, Health and Life Sciences Global Practice, SAS Institute, Cary, NC

Executive Management Briefing Breakfast and Presentation featuring George Blankenship, former Executive of Tesla Motors, Apple Computer and GAP Inc. (optional to attend)

Creating Value with Big Data Industry Panel
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.

Moderator: Mark Nance, Vice President, Chief Data Officer, American Fidelity, Oklahoma City, OK
Panelists: Kevin Decker, Director, Production Services, Chesapeake Energy Corporation, Oklahoma City, OK
Shan Kirtley, Vice President, Sales, Ditch Witch, Oklahoma City, OK
Dag Yemenu, Senior Vice President, Technical Services, ISN, Dallas, TX
Tony Capucille, President, US Payments and Payroll, Heartland, Oklahoma City, OK

Big Data Infrastructure Approaches Industry Panel
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. Ramesh Sharda, Vice Dean, Watson Graduate School of Management, Spears School of Business, OSU
Panelists: Brian Bickell, Principal, Data Practice Lead, Interworks, Oklahoma City, OK
Kathy Ball, Manager, E&P Analytics and Data Science, Devon Energy, Oklahoma City, OK
REGISTRATION

NAME: [ ] Mr. [ ] Ms. [ ] Dr. _______________________________________________________________
Company/Affiliation: ____________________________________________________________________
Address: _______________________________________________________________________________
Email: ________________________________________________________________________________
City: _______________________________ State: ____________________________ Zip: _____________________
Phone: (_____) _____________________________ Fax: (_____) _____________________________

GOLD SPONSOR $3,750
☐ Yes! I wish to be a gold sponsor of the OSU Big Data Analytics Conference. 
Oklahoma City, OK March 8, 2018
$3,750: Includes 8 registrations to the conference, Executive Management Briefing 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.
Oklahoma City, OK March 8, 2018
$2,500: Includes 4 registrations to the conference, Executive Management Briefing Breakfast, and prominent recognition in promotion and at the conference. (Deductible- $1,160 Non-deductible- $1,340)*

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.
Yes! I would like to have a binder of conference materials provided.
☐ $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 $___________.
Mail registration form and check to: OSU Center for Executive and Professional Development | Spears School of Business
215 Business Building | Oklahoma State University | Stillwater, OK 74078-4011 USA
☐ If paying by credit card, please fax registration form to 405-744-6143 or call 405-744-5208.
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