FLORIDA BUSINESS ANALYTICS FORUM

A free, day-long forum for business leaders and professionals who want to harness the power of data.

Presented by the SunTrust Foundation, USF Muma College of Business and the Center for Analytics and Creativity

SunTrust FOUNDATION

USF MUMA COLLEGE OF BUSINESS UNIVERSITY OF SOUTH FLORIDA

APRIL 4, 2017

Cutting-edge business leaders know this: Data never sleeps. In fact, it grows exponentially with Internet browsing and purchasing, social media engagement, GPS traffic and health and business transactions that generate massive amounts of data. How can you harness the power of data to drive business decisions? Learn to shape how your company thinks about data at the inaugural **Florida Business Analytics Forum** on April 4, 2017 at the USF Muma College of Business in Tampa. This fast, gripping, inspirational and educational symposium is a "can't miss event" for anyone leading or working in an analytics-related role.

In the 60 seconds or so that it takes to read this description, there are more than three million Google searches, over 30 million new Facebook messages, over four million new "likes," about a thousand new Uber rides scheduled via mobile and almost 600,000 new Tinder swipes — according to data from Forbes and business intelligence company Domo.

How do you harness all that data to make ground-breaking, revenue-busting decisions? How do you envision your organization's future in this new data-rich world?

Attend the inaugural Florida Business Analytics Forum to learn more about how business analytics and tools can be used to make strategic decisions and impact the bottom line.

This free event promises to be one of the most inspiring and idea-generating analytics programs ever hosted in the Tampa Bay region. Headlined by pioneers who have made the analytics field what it is, this free, day-long event is designed for mid- and senior-level executives in a variety of industries.

Each of the speakers will cover fundamental analytics ideas as well as touch on their experiences. It is truly a "can't miss event" for anyone working in, or leading, analytics teams. Given the caliber of the speakers — many of whom will be giving talks in Florida for the first time — these five hours can shape the future of how your company thinks about analytics.

PARTIAL SPEAKER LINE-UP
SEE FULL LINE-UP AND BIOS INSIDE

RON KOHAVI led online experimentation at Amazon and is a distinguished engineer and general manager for Microsoft's Analysis and Experimentation team. On a given day, hundreds of experiments run concurrently at Microsoft, helping to evaluate ideas with scientific rigor and inform multi-million dollar decisions.

RAGHAV MADHAVAN is an out-of-the-box thinker who applies novel data mining techniques to hard Wall Street problems. He spent 20+ years applying machine learning and analytics at financial services firms on Wall Street, first with Morgan Stanley, then with JPMorgan and, today, UBS.

OMAR BESBES will talk about the transformations taking place in the world of online advertising. He is an expert in data-driven decisions, particularly when it comes to e-commerce, pricing and revenue management, online advertising, and operations management.

Learn more at business.usf.edu

SPEAKER LINE-UP

The USF Muma College of Business is excited to announce one of the most inspiring and idea-generating analytics events ever in our region. An event that features pioneering speakers who have lived and thrived in the analytics workspace, these innovators made the analytics field what it is and each shaped some of the major advances in the field since the early 90s.

RON KOHAVI ONLINE CONTROLLED EXPERIMENTS: PITFALLS AND SCALING (LESSONS FROM AMAZON AND MICROSOFT)

Ron Kohavi is a distinguished engineer and general manager for Microsoft's Analysis and Experimentation team at Microsoft's Artificial Intelligence and Research group. He is widely known for his work on A/B testing, or online controlled experiments. Algorithms, predictive models, user-interface changes, and performance improvements are all evaluated today with large-scale controlled experiments, a theme that is now commonly seen at many companies, including Amazon, Booking.com, Facebook, Google, Groupon, LinkedIn, Microsoft, Netflix, Uber, and Yahoo! On a given day, hundreds of experiments run concurrently at Microsoft, helping evaluate ideas with scientific rigor. Kohavi has a PhD in machine learning from Stanford University. His papers have 31,000+ citations and three are in the top 1,000 most-cited papers in computer science. Kohavi was listed as the fifth most influential scholar in artificial intelligence for 2016.

About His Talk: he Internet provides developers of connected software, including websites, applications, and devices, ran unprecedented opportunity to accelerate innovation by evaluating ideas quickly and accurately using trustworthy controlled experiments (e.g., A/B tests). While the theory of a controlled experiment is simple, and dates back to the 1920s, the deployment and mining of online controlled experiments at scale (e.g., hundreds of experiments run daily at Microsoft) and deployment of online controlled experiments across dozens of web sites and applications has taught us many practical lessons. Kohavi will share real examples, pitfalls, and discuss scale challenges.

RAGHAV MADHAVAN ANALYTICS ON WALL STREET

Raghav Madhavan is managing director and chief data scientist at Global Research at UBS in New York. Raghav has spent more than 20 years applying machine learning and analytics at financial services firms on Wall Street. He was with Morgan Stanley, JPMorgan (serving there as chief data scientist and managing director) before joining UBS. Madhavan, as he is known, is an out-of-the-box thinker who applies novel techniques for hard Wall Street problems. He has a PhD from New York University and has worked on and pioneered a large range of data science applications in financial services from the mid 90s onward for now more than 20 years.

About His Talk: Being one of the earliest data scientists on Wall Street, his talk will provide a history of analytics in Wall Street and highlight the various roles of data science in financial services over the years.

OMAR BESBES ANALYTICS CHASING TECHNOLOGY IN ONLINE ADVERTISING

Omar Besbes is an associate professor in the Decision, Risk & Operations division at the Graduate School of Business, Columbia University. His research interests are in the area of data-driven decision-making with a focus on applications in e-commerce, pricing and revenue management, online advertising, operations management and service systems. Besbes is a graduate of Ecole Polytechnique (France) and received a M.Sc. from Stanford University and a PhD from Columbia University. Before joining Columbia, he was on the faculty at the Wharton School, University of Pennsylvania. He has been selected as the best "40 Under 40" b-school professors worldwide by Poets & Quants.

About His Talk: At the core of all modern marketing is the use of data and analytics. Besbes will present the transformation that has taken place in recent years in the space of online display advertising and use some of his research to discuss the current and future role of analytics.

REGISTER NOW!
SEATING IS LIMITED

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Thanks to the SunTrust Foundation and the USF Muma College of Business, this event is free but seating is limited. RSVPs are essential as a capacity crowd is expected. Guests with reservations will enjoy catered lunch and opportunities to network at a reception and poster session. Guests with reservations will also receive complimentary parking for the event, which will be held in the USF Muma College of Business (4202 E. Fowler Avenue, Tampa, FL 33620).

Companies are encouraged to send a "team" of professionals to the event, and USF's Center for Analytics & Creativity will follow up with these teams after to ensure learnings from the forum are translated to your organization's innovations. To bring a team, contact Balaji Padmanabhan at bp@usf.edu.

REGIONAL PANELISTS

Afternoon Panel Discussion: Features Distinguished Analytics Practitioners and Thought Leaders in the Tampa Bay Area
Topics: Applications in Social Media Analytics, Media Analytics, Analytics for Supply Chain Partners, Innovation & Analytics

TRACY BELL BANK OF AMERICA

Tracy Bell is senior vice president of enterprise media monitoring at Bank of America. A proud USF alumna, Bell has spent the last decade leading Bank of America's media analytics efforts by applying innovative approaches to massive amounts of unstructured data to gather insights that can affect every single function at the bank. She will discuss her experience transforming a very large and messy pile of human expression into actionable insights – a task that requires a unique and creative approach. The challenges are significant but so is the payoff.

BRIAN FUHRER NIELSEN

Brian Fuhrer is a senior vice president focusing on product leadership for Nielsen. He is responsible for Nielsen's national and cross-platform television audience measurement initiatives supporting major media clients, Internet companies, and advertising agencies. Nielsen's cross-platform efforts include identifying and measuring the opportunities digital media creates for traditional media and advertising clients. Fuhrer has also led a Nielsen data initiative with USF that helped created a unique research alliance.

JOE KWO FINTECH

Joe Kwo is chief information officer at Fintech. Fintech processes more than $25 billion worth of beverage alcohol transactions nationwide annually and is one of Tampa's fastest growing companies, whose growth has come from analytics. Kwo is an alumnus of USF's Executive MBA program who is leading the transformation of the company from a payment platform to one-source solution platform for beverage alcohol industry, including data and analytics. Kwo's experience in analytics has spanned from working on fruit fly infestation data to human behavior, personality traits and now beverage alcohol data.

JIM STIKELEATHER THOUGHT LEADER

Jim Stikeleather is a USF trustee and current student in the Doctor of Business Administration program at USF's Muma College of Business. He has written extensively on data and analytics for Harvard Business Review and other outlets popular among thought leaders in the business community. Stikeleather previously served as chief innovation officer at Dell and has had a remarkable career pioneering innovation and the use of data in companies large and small. He is a sought-after speaker and thought leader in the areas of analytics and creativity.

FORUM SCHEDULE

11:00 - 11.15 a.m.	Registered Guest Check-In
11:15 - 12:15 p.m.	Catered Lunch and Opening Remarks
12:15 - 1:15 p.m.	Ron Kohavi: Online Controlled Experiments, Lessons from Amazon.com and Microsoft.
1:15 - 1:45 p.m.	Raghav Madhavan: Analytics in Wall Street
1:45 - 2:15 p.m.	Omar Besbes: Analytics Chasing Technology in Online Advertising
2:30 - 3.30 p.m.	Panel Discussion: Applications in Social Media Analytics, Media Analytics, Analytics for Supply Chain Partners and the Link Between Innovation and Analytics.
3:30 - 4:00 p.m.	Closing Remarks
4:00 - 6:00 p.m.	Wine and cheese reception and research poster session featuring contemporary analytics research projects at USF

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