

DAY 1 CONFERENCE AGENDA

Monday, December 4, 2017

- 1:00 PM **Registration** (Multi-purpose ABC Room & Living Room)
- 2:00 PM **Opening Remarks and Welcome** | Nick Tsinoremas, CCS Center Director
- 2:10 PM **Welcome** | John A. Quelch, Dean, UM School of Business Administration
- 2:15 PM **Keynote Address** | Daniel Cohen, Senior VP Digital Payments & Labs for MasterCard Latin America and the Caribbean
- 2:45 PM **Introduction of Panelists**
- 2:50 PM **PANEL 1 "The Disruptive Power of Artificial Intelligence in Business"**
Moderator: Joseph Johnson, UM School of Business Administration, Marketing
- PANELISTS
- Linton Ward, IBM
 - Tom Helou, SAP
 - George Bezerra, Trip Advisor
 - Arthur Kordon, Kordon Consulting
- 3:50 PM **PANEL 2 "Enabling Big Data and Analytics in Your Organization"**
Moderator: Pete Martinez, Game Changer Tec, LLC and SIVOTEC Analytics
- PANELISTS
- Jeff Hutchins, Coca-Cola
 - Louis Gidel, Baptist Health South Florida
 - Matthew Pape, Ryder
 - Sol Rashidi, Royal Caribbean
 - Nadine Davey-Rogers, MasterCard
- 4:50 PM Closing Remarks
- 5:00 PM Networking Reception begins
- 7:00 PM Day 1 Conference ends

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DAY 2 WORKSHOP AGENDA

Tuesday, December 5, 2017

“Enabling Data Science in Your Organization”

This Workshop dives deeper into the topics explored in Day 1, specifically on building data science competence at your organization. This will be:

- An interactive workshop, including many examples and audience participation
- An opportunity to demystify terms such as Big Data, Artificial Intelligence, etc.
- An examination of how to translate business goals into analytics problems
- An examination of the steps of an analytics journey

Throughout the workshop, participants will have opportunities to connect the concepts to their own work, with the goal of walking away with actionable ideas and next steps.

8:00 AM **Registration and Breakfast** (Library & Living Room)

8:45 AM **Opening Remarks:** Nick Tsinoremas | CCS Center Director

9:00 AM **“Business, Strategy, and Data Analytics”**

Facilitators: Luis Pintado | SIVOTEC Analytics
Joseph Johnson | UM School of Business Administration, Marketing

10:00 AM BREAK

10:10 AM **“Data Understanding / Preparation / Analysis”**

Facilitators: Arthur Kordon | Kordon Consulting
Athena Hadjixenofontos | UM CCS Engagement

10:55 AM BREAK

11:05 AM **“Where are you in your analytics journey?”**

Facilitators: Hector Irizarry and Justin Irizarry | AnalytixIQ
Joseph Johnson | UM School of Business Administration, Marketing

12:30 PM Day 2 Workshop ends

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