2015 Georgia Tech Business Analytics and Big Data Forum

Hosted by Business Analytics Center (BAC)

8 - 8:30 a.m. WELCOME | Room 100

Maryam Alavi, Dean, Scheller College of Business, Stephen P. Zelnak Chair
Steve Cross, Executive Vice President of Research at Georgia Tech
Jeffrey Hu and Sri Narasimhan, BAC Co-Directors, Scheller College of Business

8:30 - 9:30 a.m. KEYNOTE SPEECH | Room 100

Thomas H. Davenport
President's Distinguished Professor of Information Technology and Management at Babson College, co-founder of the International Institute for Analytics, Fellow of the MIT Center for Digital Business, Senior Advisor to Deloitte Analytics

9:30 - 10 a.m. Coffee break & Deloitte iLab Booth

10 - 11:30 a.m. MORNING SESSION

Session A1  Pricing Analytics: Contemporary Challenges and Solutions | Room 101
Chair: Necati Tereyagoglu, Scheller College of Business
Adi Pattabhiramaiah, Assistant Professor of Marketing, Scheller College of Business
Cem Ozturk, Assistant Professor of Marketing, Scheller College of Business
Necati Tereyagoglu, Assistant Professor of Operations Management, Scheller College of Business

Session A2  Sports Analytics | Room 300
Chair: Joel Sokol, School of Industrial & Systems Engineering
Diane Bloodworth, President/CEO and Founder, Competitive Sports Analysis (CSA)
Garrett Langley, Vice President of Experience (expapp.com), an Atlanta-based mobile technology company
Joel Sokol, Director of Georgia Tech’s interdisciplinary Master of Science in Analytics degree, and Fouts Family Associate Professor, ISyE.

Session A3  Privacy & Security Issues in Big Data | Room 100
Chair: Peter Swire, Scheller College of Business, Senior Counsel, Alston & Bird LLP
Jennifer Barrett Glasgow, Global Privacy and Public Policy Executive, Acxiom Corporation
Peter Evans, Vice President, The Center for Global Enterprise
Michael C. Lamb, Chief Counsel for Privacy and Information Governance, Reed Elsevier Group
Sabyasachi Mitra, Professor of Information Technology Management, Scheller College of Business
12:30 - 2 p.m. MIDDAY SESSION

Session B1  Visual Analytics | Room 101
Chairs: Polo Chau and Rahul Basole, College of Computing
  Ken Hilburn, COO, Juice Analytics
  Carl Angiolillo, User Experience, Bloomberg LP
  Warren Hearnes, PhD, VP, Marketing Insights & Analytics, Cardlytics
  Rahul Basole, Associate Professor, College of Computing

Session B2  Social Media Analytics I | Room 300
Chair: Jeffrey Hu, Scheller College of Business
  Karl Baisch, Research Manager, Deloitte Digital

Session B3  Financial Analytics | Room 100
Chair: Sudheer Chava, Scheller College of Business
  Prasanna Dhore, Chief Data and Analytics Officer, Equifax
  Ellen Koehler, Chief Market Risk and Enterprise Analytics Officer,
  SunTrust Banks, Inc.
  Rob Frohwein, Chairman, CEO, and Founder of Kabbage.
  Lori Walsh, PhD, Chief, Center for Risk and Quantitative Analytics,
  Division of Enforcement, U.S. Securities and Exchange
  Govind Narayan, COO, AIG Science

2 - 2:15 p.m. Coffee break

2:15 - 3:45 p.m. AFTERNOON SESSION

Session C1  Social Media Analytics II: Trends, Challenges, and Opportunities | Room 101
Chair: Jeffrey Hu, Scheller College of Business
  Brooke Shafer, Director, Advertising Insights, Marketing Science & Insights, AT&T
  Shawn Mcgahee, Director of Analytics at Moxie
  Jeffrey Hu, Associate Professor, Scheller College of Business

Session C2  Analytics in the Automotive Industry | Room 100
Chair: Eric Overby, Scheller College of Business
  Ying Wang, Director of Advanced Analytics, Cox Automotive
  Megan McGlothlin, Operations Research Analyst, Cox Automotive
  Ebru Evliyaoglu, Senior Analyst, AutoTrader.com
  Anil Goyal, VP - Automotive Valuation and Analytics, Black Book

Session C3  HealthCare Analytics | Room 102
Chair: Mark Braunstein, Institute for People and Technology (IPaT), Georgia Tech
  Shantanu Nigam, CEO, jvion.com,
  Gari Clifford, Associate Professor, Biomedical Informatics, Emory University
  and Biomedical Engineering, Georgia Tech
  Jimeng Sun, Associate Professor, School of Computational Science and Engineering

3:45 - 4 p.m. Coffee break

4 - 5 p.m. Student Poster Competition | Thornton Atrium
**Keynote Speaker**

**Tom H. Davenport**

Tom Davenport is the President’s Distinguished Professor of Information Technology and Management at Babson College, the co-founder of the International Institute for Analytics, a Fellow of the MIT Center for Digital Business, and a Senior Advisor to Deloitte Analytics. He teaches analytics and big data in executive programs at Babson, Harvard Business School, MIT Sloan School, and Boston University. He pioneered the concept of “competing on analytics” with his best-selling 2006 *Harvard Business Review* article (and his 2007 book by the same name). His most recent book is Big Data@Work, from Harvard Business Review Press. He wrote or edited sixteen other books and over 100 articles for *Harvard Business Review, Sloan Management Review, the Financial Times*, and many other publications. He also writes a weekly column for the *Wall Street Journal’s* Corporate Technology section. In 2003 he was named one of the world’s “Top 25 Consultants” by *Consulting* magazine. In 2005 *Optimize* magazine’s readers named him among the top 3 business/technology analysts in the world. In 2007 and 2008 he was named one of the 100 most influential people in the IT industry by *Ziff-Davis* magazines. In 2012 he was named one of the world’s top fifty business school professors by *Fortune* magazine.

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**Maryam Alavi**

Dean, Scheller College of Business, Stephen P. Zelnak Chair  
Maryam Alavi, PhD, joined Georgia Tech Scheller College of Business as Dean in July 2014. She also holds the Stephen P. Zelnak Jr. Chair.

As an expert in IT innovations and strategic applications, Alavi has authored more than 70 published papers and has served on the editorial boards of several prestigious academic journals. She is a thought leader on technology-mediated learning and an experienced educator who has extensive experience in developing leadership curriculum for business students.

Alavi is a frequent speaker at national and international conferences. She has consulted with organizations including AT&T, KPMG, IBM, Marriott Corporation, Sodexo, the American College of Physicians, the Aspen Institute, the General Accounting Office, International Association for Management Education, and the World Bank. Her international work experience includes teaching graduate and executive development programs in Europe, North Africa, and Asia.

Prior to joining Georgia Tech, she served as interim dean and vice dean of Emory University’s Goizueta Business School, where she held the John & Lucy Cook Chair in Information Strategy.

Alavi was awarded the distinguished Marvin Bower Faculty Fellowship at Harvard Business School and received the prestigious AIS (Association of Information Systems) Fellows Award. AIS Fellows are elected by a committee of peers and are expected to be role models and an inspiration to colleagues and students within the discipline.

She served two terms as a board member of the Georgia Technology Authority appointed by the Governor of the State of Georgia.

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**Steve Cross**

Executive Vice President of Research at Georgia Tech  
The Georgia Institute of Technology is widely regarded as one of the world’s top technological research universities. The Executive Vice President for Research (EVPR) is the Institute’s chief research officer.

Working closely with Georgia Tech’s colleges, faculty, and research units across campus, the EVPR provides central administration leadership for all research, economic development, and related support units within the Institute. This involves direct oversight of the Interdisciplinary Research Institutes (IRIs), including Georgia Tech Research Institute (GTRI); Enterprise Innovation Institute (EI2); and the Georgia Tech Research Corporation (GTRC).

As EVPR, Stephen Cross is leading the development of a one-of-a-kind innovation ecosystem that brings together education, research, government, and industry in ways once considered impossible.

With a new focus on creating transformative opportunities, strengthening collaborative partnerships, and maximizing societal impact, Georgia Tech is sparking groundbreaking ideas that drive real-world innovation.
Session Speakers

Carl Angioliollo - Session B1
Carl is an interaction designer at Bloomberg L.P., where he designs interfaces to help financial experts understand geographic data.

Prior to Bloomberg, Carl taught classes and directed the Masters in Human-Computer Interaction program at Carnegie Mellon University with a focus on user research, interaction design, prototyping, software development, and usability evaluation. Before that he worked at General Dynamics on DARPA research projects involving data visualization, collaboration, and programming by demonstration tools for war-fighters; his research spanned dozens of military installations in the United States and Iraq.

Carl meritied his B.A. in Computer Science and Theater from Amherst College, followed by a Masters degree in Human-Computer Interaction at Carnegie Mellon. He has also developed authoring tools for cognitive tutors, conducted market research for a venture capital firm in Boston, designed lighting and sets for an opera in Italy, studied set theory in Hungary, taught camp-craft and nature to children, and baled hay in Sweden.

Karl Baisch - Session B2
Deloitte Digital, Research Manager
Karl is a member of the Deloitte Digital Intelligence team and works on social media research projects across multiple subject areas. As a Research Manager, Karl works with a team of specialist to produce actionable insights that address specific business issues.

Karl has 7 years of experience conducting research based on unstructured data collected from social media channels. Areas of research include: technology, CPG, healthcare, non-profits, telecom, pharmaceutical, energy, and federal

Rahul Basole - Session B1
Dr. Rahul Basole is a Research Scientist and the Director of Technology Strategy at the Tennenbaum Institute at Georgia Tech. His research and teaching focuses on the modeling and visualization of complex organizational systems, strategic management and business value of emerging information technologies, enterprise mobility, healthcare informatics, and applied decision analysis.

In his current role, Dr. Basole conducts research on the complexity of value networks and eco-systems with a particular focus on the mobile telecom domain. Dr. Basole has received several best paper awards and his work has been extensively published in books, prestigious research journals, and conference proceedings.

In previous roles, Dr. Basole was the CEO, Founder, and VP Research of a Silicon Valley-based wireless research and consulting firm, the Director of Research and Development of a mobile software firm, and a Senior Analyst at a leading management consulting firm. He currently serves as a director or advisor for several technology firms.

PhD, Georgia Institute of Technology, (2006); MS, Research Fellow, Stanford University, (2001); MS, University of Michigan, (2000); BS, Virginia Tech, (1998).

Diane Bloodworth - Session A2
President/CEO
Diane founded CSA in 2010 and serves as the President and CEO. She is responsible for company and product strategy and manages the day-to-day operations. Diane is a serial entrepreneur and previous founder of an IT process improvement consulting firm (BIT) that was acquired in 2003. She has more than 25 years of experience in the technology industry, including nine years at IBM. Diane’s IT consulting experience has included assignments with Fortune 500 companies, government, and small businesses. Through CSA and the company’s scoutPRO brand, Diane is able to combine her love of sports and expert knowledge of technology. Active in the sports business community, Diane serves on the board of governors for the Atlanta Chapter of the Touchdown Club / National Football Foundation. Diane has a degree in Finance from the University of Georgia Terry College of Business and an MBA from the University of Miami.

Mark L Braunstein, MD - Session C3
Dr. Braunstein teaches health informatics as a graduate seminar in the college and as an elective in the Online Masters of Science in Computer Science (OMSCS) program. His text, Contemporary Health Informatics, was published in the spring of 2014. Health Informatics in the Cloud, a brief guide to health informatics for non-technical readers, was published in 2012. An expanded and updated version of the book will be published this spring.

As Associate Director for Health Systems at the Institute for People and Technology he fosters interdisciplinary research and teaching directed at re-engineering the healthcare delivery system. At the Tennenbaum Institute he is involved in research in healthcare process mining. At the Interoperability & Integration Innovation Lab (3IL), he is involved in community and industry outreach projects with lab partners aimed at more facile adoption of HIT to improve the quality and efficiency of care delivery.

He is an Associate Editor of the IEEE Journal of Biomedical and Health Informatics and an invited contributor to the Information Week Healthcare blog.

Prior to joining Georgia Tech in 2007 he founded several successful health IT companies. Prior to that he was on the faculty of the Medical University of South Carolina (MUSC) where he developed one of the first functional ambulatory electronic medical record system.

He earned a BS degree from MIT in 1969, an MD degree from MUSC in 1974 and completed an internship in internal medicine at Washington University in 1975.
**Polo Chau - Session B1**

Associate Director, MS in Analytics; Assistant Professor, School of Computational Science & Engineering; Adjunct Assistant Professor, School of Interactive Computing, College of Computing, Georgia Tech

**Research Interests:**

My research bridges data mining and human-computer interaction (HCI) to synthesize scalable, interactive tools that help people understand and interact with big data, e.g., massive networks with billions of nodes and edges. I blend techniques from machine learning (Belief Propagation), data mining (anomaly detection), visualization and user interaction.

**Sudheer Chava - Session B3**

Sudheer Chava received his Ph.D. from Cornell University in 2003. Prior to that he has an MBA degree from Indian Institute of Management – Bangalore and worked as a fixed income analyst at a leading investment bank in India. He has held academic positions at University of Houston and Texas A&M University before joining Georgia Tech in 2010.

Dr. Chava has taught a variety of courses at the undergraduate and master’s level including Derivatives, Risk Management, Valuation, Cases in Financial Crisis and Credit Risk Analysis. He has also taught both theoretical and empirical finance courses at the doctoral level.

Dr. Chava’s research interests are in Credit Risk, Banking and Corporate Finance. He has published extensively in all the top journals in Finance including Journal of Finance, Journal of Financial Economics, and Review of Financial Studies. His research has won a Ross award for the best paper published in Finance Research Letters in 2008, was a finalist for Brattle Prize for the best paper published in Journal of Finance in 2008 and was nominated for the Goldman Sachs award for the best paper for published in Review of Finance during 2004. Dr. Chava is the recipient of multiple external research grants such as FDIC-CFR Fellowship, Morgan Stanley Research grant and Financial Service Exchange Research grant. His papers have been presented at numerous finance conferences such as AFA, WFA, EFA, FDIC and Federal Reserve Banks and at many universities in the U.S. and abroad.

**Gari Clifford - Session C3**

Dr. Clifford is an Associate Professor of Biomedical Informatics at Emory University and Biomedical Engineering at Georgia Institute of Technology. He has a PhD in Neural Networks and Biomedical Engineering from the University of Oxford. He received postdoctoral research training from the Massachusetts Institute of Technology where he later became a Principal Research Scientist, managing the development of the world’s largest open access critical care database (MIMIC II). Since 2009, he served as Associate Professor of Biomedical Engineering at the University of Oxford where he was Director of the Centre for Doctoral Training in Healthcare Innovation. Dr. Clifford helped found the Sleep, Circadian Rhythm and Neuroscience Institute (SONI) at the University of Oxford, where he is an Honorary Professor and leads one of its five themes. His research focuses on machine learning and signal processing for data fusion, prediction and developing confidence intervals and trust metrics for scalable and affordable healthcare: finding ways to use intelligent signal processing, machine learning and physiological modeling to reduce costs, increase accuracy and improve access in healthcare using enormous data streams. Application areas include critical care, sleep & circadian rhythms, mHealth and resource-constrained environments.

**Prasanna Dhoré - Session B3**

Prasanna Dhoré is a “Customer-centric” executive with a broad experience that encompasses key senior management roles in Big Data Analytics, CRM, Customer Engagement and Development, Marketing, and Strategic Planning across technology, financial services, and publishing industries. Prasanna’s accomplishments in uncovering opportunities, transforming and reinvigorating brands, and putting ideas into motion have gained media recognitions in The Wall Street Journal, Fortune and Brandweek, and have led to numerous speaking opportunities at industry conferences.

Prasanna was recruited to the leadership team at Equifax in 2012 to serve as the Chief Data and Analytical Officer to guide Equifax through its greatest technology and decision sciences transformation in its 100 year history. In addition, Prasanna is responsible for developing the strategic vision that guides Equifax through the chaotic world Big Data - the deluge of structured, semi-structured and unstructured alternate data, including social, mobile, geospatial, and machine logs. Prior to Equifax, Prasanna served as the Vice President of Global Customer Intelligence of Hewlett Packard from 2007 to 2012. Prasanna transformed HP’s rich customer information – more than 2.5 billion customer interactions per year - into a company-wide strategic asset to drive significant revenue and margin growth.

Earlier to joining HP, Prasanna was Senior Vice President of Mellon Financial Corporation and Executive Vice President of Dreyfus Service Corporation. As EVP of Marketing and Advertising, Prasanna was responsible for all aspects of Retail Marketing including CRM, Consumer Strategy, Customer Development, Knowledge Management, and E-Business.

Before joining Mellon Financial Corporation, Prasanna was Vice President and Director of Database Marketing and Market Research for NatWest Bank’s US operations. Before that, he served as Associate Director of Corporate Database Marketing for Time Warner and started his career with Avon Products as a Marketing and Management Sciences Research Consultant.

Prasanna holds an M.S. in Statistics and Operations Research from New York University’s Leonard N. Stern School of Business, an M.B.A. from Kansas State University, and a B.S. in Mechanical Engineering. He received his CFA Charter in 2004.
Peter C. Evans, PhD - Session A3

Peter C. Evans is the Vice President at the Center for Global Enterprise where he is responsible for developing Center’s research agenda, global partnerships, and CEO engagements. The Center, recently established by Sam Palmisano, former Chairman and CEO of IBM, is dedicated to fostering a deeper understanding of enterprise transformation as a consequence of globalization and rapid technology change.

Previously, Dr. Evans held key strategy and market intelligence roles at General Electric. He was Director of GE Corporate’s Global Strategy and Analytics team. He also led GE Energy’s Global Strategy and Planning team for five years. Prior to joining GE, he was a Director at Cambridge Energy Research Associates (CERA) and a lead member of the firm’s global energy scenario team. He also worked as an independent consultant for a variety of corporate and government clients, including the US Trade Promotion Coordinating Committee, US Department of Energy, the Organization for Economic Cooperation and Development, and the World Bank.

Dr. Evans has extensive international energy experience, including two years as a Visiting Scholar at the Central Research Institute for the Electric Power Industry in Tokyo, Japan. His many articles and policy monographs include: The Age of Gas and the Power of Networks (General Electric, 2013), The Internet Universal: Pushing the Boundaries of Minds and Machines (General Electric, 2012); Japan: Bracing for an Uncertain Energy Future (Brookings Institution, 2006), Liberalizing Global Trade in Energy Services (AEI Press, 2002) and Fettered Flight: Globalization and the Airline Industry with D. Yergin and R. H. Vietor (CERA, 2002). He is a highly regarded speaker and is frequently invited to address business, academic and policy audiences.

He received his master degree and PhD degree from the Massachusetts Institute of Technology. He is a lifetime member of the Council on Foreign Relations and an International Academy of Management Fellow. He is also a Board Member of the National Association for Business Economics and Chair of the NABE Policy Survey.

Ebru Evliyaoglu - Session C2

Ebru is a Sr. Analyst within the Enterprise Analytics Group at Autotrader. The Enterprise Analytics Group is a centralized team of analysts focused on performing analyses which are largely focused on illustrating customer value, enabling products and contributing to decision making across the business. Ebru is responsible for partnering with Autotrader’s product development team to improve the way people are shopping for cars by mining digital audience data. She has been with the company for over a year and has contributed to several analytics projects including car shopper segmentation, personalized advertising, and personalized recommendations. Ebru has 10+ years professional experience. Prior to Autotrader, Ebru worked at UPS as a Customer Experience Manager with a focus in Digital Analytics. During her time at UPS she managed Digital Voice of the Customer Program, Campaign Analytics and Web Analytics for Social and Digital Communications group. Prior to that, she worked at Allconnect as a Manager of Web Analytics, and at IgnitionOne as Sr. Algorithmic Media Manager. She also has analytics experience in Turkey, prior to her move to United States. Ebru has B.S. Degree in Statistics from Yildiz Technical University and M.S. Degree in Information Technology from Southern Polytechnic State University.

Rob Frohwein - Session B3

Rob Frohwein is the Chairman, CEO, and Founder of Kabbage. Rob conceptualized and co-founded Kabbage. Rob was a board member until acquisition of Surgical Diagnostics (acquired by MiMedx Group, Inc.) and U.S. Micro Corporation (usmicrocorp.com). Prior to Kabbage, Rob was CEO of LAVA Group, Inc., an intellectual property and technology investment bank. Prior to LAVA Group, Rob held the positions of SVP, Business Development and General Counsel of ZapMedia, VP of Strategic Alliances and General Counsel of Security First Network Bank, and an attorney with Troutman Sanders LLP, an international law firm. He has co-authored and published three books on intellectual property and created and co-hosted a talk radio show about jobs & careers that was sponsored by USA Today.

Jennifer Barrett Glasgow, CIPP - Session A3

Global Privacy and Public Policy Executive Jennifer Barrett Glasgow has lead Axiom’s information use policies, legal compliance, consumer affairs, government affairs and related public relations for all of Axiom’s global operations since 1991. As a thought and practice leader in privacy, she is very active in numerous international efforts to develop effective public policy with maximum harmonization across the world and is sought out by businesses, policy makers, and government agencies for her views. She has testified numerous times before Congress and is active on a variety of industry boards and councils, including the Information Accountability Foundation, the Center for Information Policy Leadership, the Political and Economic Research Council, the Direct Marketing Association’s EU Safe Harbor Ethics Committee, and the Privacy Committee for the Mobile Marketing Association. Glasgow received the Vanguard award from the International Association of Privacy Professionals (IAPP), the highest recognition given by the association of over 20,000 members for her leadership, knowledge and involvement in the profession.

Glasgow also supports numerous educational activities in the fields of privacy and digital marketing and has lectured at the University of Arkansas, George Mason University, and Virginia Commonwealth University. She has contributed to books about privacy and digital marketing and published various articles and whitepapers on the subject. Glasgow received her degree in Mathematics and Computer Science from the University of Texas at Austin and is active there as a member of the Chancellor’s Council and the College of Natural Science Foundation Advisory Council. She has also been elected to the Arkansas Academy of Computing.

Anil Goyal - Session C2

Anil Goyal is the Vice President of Automotive Valuation and Analytics at Black Book. He is responsible for the editorial and analytic operations at Black Book. Mr. Goyal joined Black Book in July 2014. Prior to joining as a full-time employee, he worked with Black Book as a consultant for several years. He has worked in the banking industry for 18 years and has held a number of senior positions in risk management, marketing, and operations. Mr. Goyal has a Ph.D. in Decision Sciences and an M.S. in Operations Research from Rensselaer Polytechnic Institute, in addition to a Bachelor’s Degree from Indian Institute of Technology.
Warren Hearnes - Session B1
Warren Hearnes is VP of Marketing Insights & Analytics at Cardlytics, an Atlanta-based advertising & technology company and the leader and pioneer in Card-Linked Marketing. Through partnerships with nearly 400 financial institutions, including Bank of America, Lloyds Banking Group and many others, the company has insight into consumer purchase behavior for 70% of U.S. households and 30% of U.K. households, capturing spending across all stores and categories. Cardlytics’ patented technology allows advertisers to make a direct connection to millions of active buyers through multiple digital platforms, including their online banking and mobile banking applications. Prior to Cardlytics, Warren held progressive analytics and data science roles at Lucent Technologies, UPS, and The Home Depot. Warren earned his BS in Mathematics from the United States Military Academy at West Point, and his MS in Operations Research and PhD in Industrial Engineering degrees from Georgia Tech. His research in machine learning combined the areas of dynamic programming and fuzzy sets to create reinforcement learning controllers for robotic systems. His work on fuzzy models for asset replacement won the 1999 Best Transactions Paper award from the IEEE Systems, Man, and Cybernetics Society.

Ken Hilburn - Session B1
Throughout his career, Ken has been designing and delivering data-driven software solutions for companies from global power equipment manufacturers, to top financial institutions, to small technology startups. These creations have required his engineering brain to make friends with his inner designer to produce not only thoughtful but solutions, but solutions that connect with the users as people. Since 2007, Ken has been making better data presenters out of Juice Analytics’ clients. He sees data everywhere and wants to help others see it... and use it. He’s a husband, father, runner, COO, and information designer just north of Atlanta.

Jeffrey Hu - BAC Co-Director, Session C1, B2
Yu "Jeffrey" Hu is an Associate Professor of Management, Director of China Program, Co-Director of Business Analytics Center, and Associate Director of MS in Analytics at Georgia Institute of Technology’s Scheller College of Business. He is an expert on big data, business analytics, electronic commerce, mobile commerce, social media, consumer behavior, and online advertising. He coauthored the first paper on the “Long Tail” phenomenon in Internet markets and the first paper on the value of social media in predicting stock markets, and he is among the first to measure the effect of social media promotions on product sales. He has conducted research or consulted for many companies including Amazon, HP, Bank of America (BankBoston subsidiary), China Mobile, The Home Depot, Kurt Salmon, a major publishing company, one of the largest hotel companies in the world, and a number of large retailers. He has done consulting work for European Commission (executive body of the European Union) on issues related to Internet commerce.

His research uses empirical and analytical models to study social media, mobile commerce, electronic commerce, omni-channel retailing, retailers’ product variety/assortment decision, and consumers’ online and offline shopping behaviors. He has also written papers on pricing models in online advertising and online consumer privacy protection.

His research has been published in top journals such as Management Science, Information Systems Research, Review of Financial Studies, MIT Sloan Management Review, Economic Inquiry, International Journal of Industrial Organization, and Journal of Management Information Systems. His research has been discussed extensively and cited by media outlets such as Wall Street Journal, New York Times, Reuters, Bloomberg, InformationWeek, Wired Magazine, TIME Magazine, INC. Magazine, National Public Radio, Atlanta Journal-Constitution, Atlanta Channel 2 (WSBTV), SeekingAlpha.com, Bankrate.com, etc. His papers have been adopted for classroom use by many top universities in the United States and internationally.

He has won research awards such as the inaugural Management Science Best Paper Award in Information Systems, Jay Ross Young Faculty Scholar Award, and John and Mary Willis Young Faculty Scholar Award. He has been nominated for Purdue University’s Teaching For Tomorrow Award, and has been a Hesburgh Award Teaching Fellow at Georgia Tech.

Dr. Hu is an Associate Editor for journals such as Management Science (since 2011) and Information Systems Research (since 2012), and for conferences such as International Conference on Information Systems.

Ellen C. Koehler - Session B3
Ellen C. Koehler, Senior Vice President, Chief Market Risk and Enterprise Analytics Officer at SunTrust. Ms. Koehler has been at SunTrust since 2004 and has been Chief Market Risk Officer since August 2013. Her role expanded to include the Enterprise Analytics area in August 2014. Previously, Ms. Koehler held roles in Corporate Risk Management including Head of Risk Analytics and Senior Risk Officer for Derivatives/Sales & Trading. She joined SunTrust in May 2004 as the Managing Director of the Corporate Bank Portfolio Strategies Group. Prior to joining SunTrust, Ms. Koehler worked with JP Morgan in Chicago where she held various positions in the Investment Bank including CLO manager and Financial Services Portfolio Manager and Trader. Before joining JP Morgan, she worked for Wachovia in Charlotte in the distressed investing area of the merchant bank. Prior to entering finance, Ms. Koehler spent several years as a Senior Engineer for Shell Oil in New Orleans. Ms. Koehler is a CFA and holds a BE in Chemical Engineering from Vanderbilt and an MBA from the Kellogg Graduate School of Management at Northwestern University.

Michael C. Lamb - Session A3
Chief Counsel, Privacy and Information Governance | Reed Elsevier Group
Michael Lamb is the Chief Counsel for Privacy and Information Governance for the Reed Elsevier Group, whose global divisions include LexisNexis Risk Solutions, LexisNexis Legal & Professional, Elsevier, Reed Business Information and Reed Exhibitions. Reed Elsevier’s business-to-business digital content revenues make it one of the top five sellers of digital content in the world. Mike is an experienced privacy professional whose previous positions include General Counsel for LexisNexis Risk Solutions; Chief Counsel, AT&T WorldNet Internet Services; and AT&T Chief Privacy Officer. Mike has testified before the U.S. Congress and in Federal Trade Commission workshops on privacy matters. A summa cum laude graduate of the Boston University School of Law, Mike is based in Georgia.
Garrett Langley - **Session A2**

Garrett Langley currently serves as Vice President of Experience (expapp.com), an Atlanta-based mobile technology company focused on helping fans have fun at live events. After launching the initial Experience platform in January 2012 with the Los Angeles Clippers, Langley has scaled the engineering and product team to support over 15,000 live events annually. In just three short years, Experience has developed exclusive relationships with Major League Baseball Advanced Media, Ticketmaster, Live Nation, Feld Entertainment, and the National Football League. In September of 2014, Experience was acquired by Cox Enterprises in a deal worth over $200M.

Prior to Experience, Langley was the fifth employee of mobile commerce company Firethorn. While at Firethorn, Langley had the privilege of working in every department in the company as the company matured from start up until its acquisition by international wireless giant Qualcomm in 2007 for $210 million in cash. Post acquisition, Langley stayed with Qualcomm, where he remained until his departure in 2011 to start Experience. Langley graduated from Georgia Institute of Technology in 2009 with Bachelor of Science in Electrical Engineering with Highest Honors.

Shawn McGahee - **Session C1**

Shawn McGahee has 10 year of analytics experience specializing in web, social, and email data analysis. He currently functions as the Director of Analytics at Moxie leading the team that provides insights and recommendations for clients such as Chic-fil-A, Nike, AMC Movie Theatres and Verizon.

Shawn’s previous work experience includes leading the analytics practice for VML-Atlanta and functioning as the lead analyst for AT&T’s website. Shawn has his MBA from Georgia Tech and an undergraduate degree in Marketing from the University of South Florida.

Megan McGlothin - **Session C2**

Megan McGlothin is an operations research analyst with the Cox Automotive Strategy Group. She is one of the founding members of the DealShield data science team, and is responsible for pricing, risk management, and consulting analytics.

Megan received her M.S. in Operations Research and B.S. in Industrial Engineering from The Georgia Institute of Technology.

Saby Mitra - **Session A3**

Saby Mitra is Professor of Information Technology Management in the Scheller College of Business at Georgia Tech. From 2007 to 2013, he was the faculty director of Executive MBA programs at Georgia Tech. He is also the faculty director for several executive programs in technology management at Georgia Tech. His current research interests include IT Security and Business Continuity, Business Analytics, IT Governance, Outsourcing and Planning, electronic commerce and digital marketing, and IT infrastructure design. His research has appeared or forthcoming in several premier journals such as Management Science, Information Systems Research, MIS Quarterly, Journal of Marketing, Journal of Operations Management, INFORMS Journal on Computing, IEEE Transactions on Knowledge and Data Engineering, and Journal of Management Information Systems among others. He serves as Senior Editor of Information Systems Research, a premier journal for the information systems discipline. He has also consulted with numerous companies on technology management topics. He received his PhD from the University of Iowa and his Bachelor of Technology degree in Mechanical Engineering from the Indian Institute of Technology.

Sri Narasimhan - **BAC Co-Director**

Sridhar Narasimhan is the Senior Associate Dean, Co-Director, Business Analytics Center (BAC), and Professor of IT Management, Scheller College of Business. The BAC is sponsoring the Business Analytics and Big Data Industry Forum on March 20, 2015 and supports our MBA, BSBA, and MS Analytics programs.

Professor Narasimhan is the founder and first Area Coordinator of the nationally ranked Information Technology Management area. In fall 2010 he was the Acting Dean and led the College in its successful AACSB Maintenance of Accreditation effort. He has been a chair of the College's Reappointment, Promotion, and Tenure Committee.

Professor Narasimhan was Co-PI (with Sandy Slaughter) on a grant of over $650,000 in funding (2010-14) to study the FACE project (US Navy). Together with Professor Saby Mitra, he developed the IT Management Partnership program. He has led various task forces that have revamped the degree programs in the Scheller College of Business. He has developed and has taught the MBA IT Practicum course since 2003 and worked with executives to offer projects from organizations that include: AT&T, Bank of America, Coca-Cola, Coca-Cola Enterprises, InterContinental Hotels, Southern Company, Iron Planet, Microsoft, NCR, HD Supply, and Dell SecureWorks.
Govind Narayan - Session B3
Insurance Domain Expert and Decision Science Executive

Govind delivers business impact by combining Six Sigma techniques with modern business analytics. Govind has led several global analytic teams and has led businesses in the insurance and banking sectors.

Govind was COO for AIG’s Science Group where he had responsibility for leading data science engagements in Investments, Mortgage Insurance and Life Insurance while growing the Science group and maturing its capabilities. He was SVP and Head of Analytics at Genworth Financial where he was responsible for all predictive models and chaired the company’s Model Governance Board. Govind has been the CEO of Genworth’s Home Equity Access Business and Business Leader for GE Financial Assurance’s Fixed Annuity Businesses. He has also been the Head of Product Strategy and Head of Pricing for GE Financial Assurance.

Govind’s teams have brought together members from varied and often dissonant disciplines. They have taken on and have tackled complex problems. Govind’s teams have led businesses through turbulent markets with growth, commercially successful innovation, higher profitability while controlling risk. One of Govind’s teams structured and executed the largest reinsurance transaction in the USA; a transaction that added over a billion dollars in shareholder value and released over 3 billion dollars in underutilized capital. Govind has served on multiple industry boards and he mentors small businesses, start-ups and high potential talent.

Govind holds a B.Tech. (EE) from the University of Kerala and an MBA from the Indian Institute of Management, Bangalore. He can be contacted at govind@govindnarayan.com.

Shantanu Nigam - Session C3
CEO, Jvion

Shantanu is an experienced executive and a successful entrepreneur with diverse experience with payers, hospitals, and pharmaceutical organizations. A recognized thought leader with multiple publications focused on foresight in a changing market, he brings a unique mix of deep healthcare domain knowledge, strategy consulting and a record of significant achievement in leading cross functional areas including sales, marketing, strategic business planning and team building.

Previously, Shantanu spent his career serving as a leader in Accenture’s healthcare consulting practice where he helped multiple healthcare clients meet compliance mandates by building strategy roadmaps and leading large teams. In addition, Shantanu has held executive leadership positions in other organizations including ACS-Xerox. Earlier in his career, Shantanu co-founded a machine learning heuristics company applying advanced neural networks for life events in the late 90s. He earned his Bachelor in Engineering from Indian Institute of Technology in India.

Eric Overby - Session C2
Dr. Eric Overby joined the Scheller College of Business faculty in the fall of 2007 after completing his PhD at Emory University.

Eric’s research has appeared in academic journals such as Management Science, Organization Science, Information Systems Research, Journal of Management Information Systems, and the European Journal of Information Systems. His research has received awards from scholarly organizations such as INFORMS and the Academy of Management, including the Best Published Paper of 2008 award and the Best Program Paper of 2010 award from the Organizational Communication and Information Systems division of the Academy of Management. He was one of three finalists for the Association for Computing Machinery’s SIGMIS Best Dissertation Award in 2007, and he received the Linda and Lloyd Byars Award for Faculty Research Excellence from the Scheller College in 2015. Eric was one of two recipients (out of 221 junior faculty) of Georgia Tech’s university-wide Junior Faculty Teaching Excellence award in 2011 and was the first Scheller College faculty member to receive this award since 1993. He also received the James F. Frazier, Jr. Award for Teaching Excellence in 2011. Eric received the 2012 Best Reviewer Award for his service to Information Systems Research, he received the 2013 Meritorious Service Award at Management Science, and he is an associate editor at Management Science.

Eric studies the “virtualization” of business and society: he studies how processes that have traditionally been conducted physically are increasingly being conducted electronically. Another area of focus for Eric’s research is the effect of electronic commerce on geographic trading, market efficiency, and spatial arbitrage.

Eric is an active contributor to the automotive industry, having presented his research to automotive executive audiences at the Conference of Automotive Remarkers and the National Auto Auction Association annual meeting. His research and teaching have been supported by grants from the NET Institute, the Rich Foundation, and the National Auto Auction Association.

Cem Öztürk - Session A1

Cem Öztürk joined Georgia Tech as an Assistant Professor in 2012. His research concentrates on the area of empirical quantitative marketing, with specific interests in competitive product strategies and retail competition. His papers examine the effects of product distribution, merchandising, and promotion decisions on firm and consumer behavior. From a methodological viewpoint, he studies these effects by developing reduced-form and structural econometric models, spatial econometric models, and optimization models.

His work has appeared in IIE Transactions. Additionally, his recent paper titled “Price Reactions to Rivals’ Local Channel Exits” is conditionally accepted at Marketing Science and featured in the Capital Ideas Magazine of Chicago Booth. Cem has served as a referee for Management Science and Quantitative Marketing and Economics. He received the Class of 1940 Course Survey Teaching Effectiveness Award in 2013 and 2014, and the MBA Elective Professor of the Year Award in 2014.

Before joining Scheller, Cem received his Ph.D. in Business from Emory University. Prior to his doctoral studies, he received his M.S. in Industrial Engineering from Koç University and his B.S. in Industrial Engineering from Galatasaray University.
Adithya Pattabhiramaiah - **Session A1**

Dr. Adithya (Adi) Pattabhiramaiah joined the Scheller College as an Assistant Professor of Marketing in August 2014. His primary research interests lie in the areas of marketing analytics, information media and digital/social media marketing. Adithya’s research focuses on building quantitative models, employing industry data, to better understand strategic decisions made by consumers as well as firms in markets characterized by demand externalities, and social interactions.

Adithya teaches a course titled “Pricing Strategy and Analytics” at the Scheller College. He has previously taught Marketing at the University of Michigan’s Ross School of Business.

Adithya has received several awards, including the ‘2014 MSI Alden G. Clayton Dissertation Proposal Competition Award’ and the ‘Best Discussant Award’ at the Haring Symposium in 2012.

Before joining the Scheller College, Adithya received his Ph.D. in Business Administration from the University of Michigan in Ann Arbor. Prior to joining the academic world, he worked in product development / management for SAP Labs and Perot Systems, after receiving his Bachelor’s degree in Engineering from the National Institute of Technology at Surathkal in India.

Brooke Shafer - **Session C1**

Director Advertising Insights, Mobility & Home Solutions

Brooke Shafer spearheads AT&T Mobility and Home Solutions’ Advertising Insights. In her current role, Brooke manages the research analytics & insights for marketing and advertising initiatives across all paid channels; such as, in-store, TV, print, radio, digital, and social. Particularly for Social, Brooke leads the work that drives the insights for AT&T’s social creative, flighting & targeting, message rotation, optimization, and emerging platforms. Her team is continuously iterating on the future of social and developing new in-house ways of tracking and optimizing AT&T’s social creative advertising.

Joel Sokol - **Session A2**

Joel Sokol is Director of Georgia Tech’s interdisciplinary Master of Science in Analytics degree and Fouts Family Associate Professor in ISyE. His primary research interests are in sports analytics and applied operations research. He has worked with teams or leagues in all three of the major American sports. Dr. Sokol’s LRMC method for predictive modeling of the NCAA basketball tournament is an industry leader, and his non-sports research has won the EURO Management Science Strategic Innovation Prize. Dr. Sokol has also won recognition for his teaching and curriculum development from IIE and the NAE, and is the recipient of Georgia Tech’s highest awards for teaching. He is a past Chair and founding officer of the INFORMS section on sports operations research. Dr. Sokol’s PhD in operations research is from MIT, and his bachelor’s degrees in mathematics, computer science, and applied sciences in engineering are from Rutgers University.

Peter Swire - **Session A3**

Peter Swire is the Huang Professor of Law and Ethics at the Georgia Tech Scheller College of Business, and Senior Counsel with Alston & Bird LLP. The International Association of Privacy Professionals awarded him its annual Privacy Leadership Award in 2015. In 2013, he served as one of five members of President Obama’s Review Group on Intelligence and Communications Technology. Prior to that, he was co-chair of the global Do Not Track process for the World Web Consortium. Swire was Chief Counselor for Privacy in the Clinton Administration, the only person to date to have U.S. government-wide responsibility for privacy policy. In that role, he was White House coordinator for the HIPAA Privacy Rule. He also served as Special Assistant to President Obama for Economic Policy. He is Senior Fellow with the Future of Privacy Forum, and Policy Fellow with the Center for Democracy and Technology. Swire graduated from Princeton University, summa cum laude, and the Yale Law School.

Jimeng Sun - **Session C3**

Jimeng Sun is an Associate Professor of School of Computational Science and Engineering at College of Computing in Georgia Institute of Technology. Prior to joining Georgia Tech, he was a research staff member at IBM T.J. Watson Research Center. His research focuses on health analytics using electronic health records and data mining, especially in designing novel tensor analysis and similarity learning methods and developing large-scale predictive modeling systems.

Dr. Sun has worked on various healthcare applications such as computational phenotyping from electronic health records, heart failure onset prediction and hypertension control management. He has collaborated with many healthcare institutions including Vanderbilt university medical center, Children’s healthcare of Atlanta, Center for Disease Control and Prevention (CDC), Geisinger Health System and Sutter Health.

He has published over 70 papers, filed over 20 patents (5 granted). He has received ICDM best research paper award in 2008, SDM best research paper award in 2007, and KDD Dissertation runner-up award in 2008. Dr. Sun received his B.S. and M.Phil. in Computer Science from Hong Kong University of Science and Technology in 2002 and 2003, and PhD in Computer Science from Carnegie Mellon University in 2007.
Necati Tereyagoglu - Session A1
Necati Tereyagoglu is an Assistant Professor of Operations Management at Georgia Institute of Technology's Scheller College of Business. He earned an M.A. in Statistics during his Ph.D. studies and received his Ph.D. in 2012 at the Wharton School, University of Pennsylvania. He earned a B.S. in Industrial Engineering at Bilkent University, Turkey.

The core of his research program lies in unraveling complex business problems by constructing economical or probability models to explain about the underlying customer behavior; and using these models to address or implement practical operational strategies for the firms. These strategies may include, but are not limited to, pricing, production and sourcing decisions in the face of conspicuous consumption for a luxury firm, or they may include dynamic discounting strategies which are tuned for purchase tendencies of different customer types to provide the maximum revenue for a non-profit organization. His work has been published in Management Science. His projects employ both empirical and analytical methods.

Lori Walsh - Session B3
Lori Walsh is currently the Chief of the Center for Risk and Quantitative Analytics in the Division of Enforcement at the Securities and Exchange Commission. Lori received her bachelor's degree in Accounting, an MBA and a PhD in Finance from the Pennsylvania State University. She joined the SEC in 2000 as a financial economist, first in the Office of Economic Analysis and later in the Office of Risk Assessment. In her role as an economist, she worked on a wide range of issues including securities offerings, foreign private issuers, offering document disclosure, mutual funds, hedge funds and credit rating agencies. Lori has had her research published in academic journals and trade publications.

In May 2010, she joined the Division of Enforcement as the Deputy Chief of the Office of Market Intelligence (OMI) where she helped design the first centralized Tips, Complaints and Referrals system for the Commission. She served as the Chief of OMI in 2012 through July 2013, when she started the Center for Risk and Quantitative Analytics (CROA). CROA staff includes PhDs, quants, data experts, attorneys, forensic accountants and analysts and provides the Division with enhanced data analytic capabilities to proactively identify as yet undetected violations and to support faster, more effective cases. This is done by developing new analytical techniques, providing basic and complex analytical services and educating Enforcement staff on the power of big data in enforcing securities laws.

Ying Wang - Session C2
Ying Wang is the Director of Advanced Analytics for the Strategy Group of Cox Automotive. She leads a team supporting both Manheim internal departments and external clients with advanced analytics needs. Services include developing and evolving Manheim Market Report (MMR), the industry's leading vehicle wholesale price guide; developing customized vehicle valuation solution and providing vehicle valuation consulting services to clients; supplying customer analytics support for Marketing and Sales; and suggesting actionable strategic plans to increase revenue and enhance internal operational efficiency. She received her Ph.D. from the School of Industrial and System Engineering at the Georgia Institute of Technology in 2006. In 2013, the Technology Association of Georgia recognized the customer analytics project led by Ying with their 2013 BI/Analytics Innovation Award.