Learn more about the impact data can have on your organization and how you can use this data to help your company advance in its industry.

Includes experts from American Fidelity, BKD, Cisco Systems, OGE Energy Corp., Pandora, SAS, and Teradata

February 15, 2017
9:00 a.m. - 4:00 p.m.
Renaissance Hotel - Tulsa, OK

Gold Sponsors

AMERICAN FIDELITY

MATRIX SERVICE COMPANY

Silver Sponsors

ISN.

OKLAHOMA STATE UNIVERSITY FOUNDATION

Center for Health Sciences
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 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**

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
</tr>
</thead>
<tbody>
<tr>
<td>9:00-9:15 a.m.</td>
<td>Welcome and Introductions&lt;br&gt;<strong>Dr. Ramesh Sharda</strong>, Vice Dean, Watson Graduate School of Management, Watson/ConocoPhillips Chair and Regents Professor of MSIS, Spears School of Business, OSU&lt;br&gt;<strong>Dr. Goutam Chakraborty</strong>, Ralph A. and Peggy A. Brenneman Professor, School of Marketing and International Business, Spears School of Business, OSU</td>
</tr>
<tr>
<td>9:15-10:00 a.m.</td>
<td>Strategic Analytics: Using Aggregate Data to Drive Organizational Initiatives&lt;br&gt;This presentation will show how to use existing data at aggregate levels to answer high-level business questions in your organization. We will use case studies that are applicable to multiple industries and look at high-level questions that a C-level executive might ask. Examples will progress through the steps on how to achieve these answers. You will see how you can connect the dots between detailed data on your customers and the high-level business goals of your organization.&lt;br&gt;<strong>Randy Collica</strong>, Principal Solutions Architect, SAS Institute, Oklahoma City, OK</td>
</tr>
<tr>
<td>10:00 a.m.</td>
<td>Break</td>
</tr>
<tr>
<td>10:15-11:00 a.m.</td>
<td>Driving Action with Big Data Analytics&lt;br&gt;Focus today is shifting from simply capturing big data and discovering new insights with it to operationalizing those insights. The industrial revolution took manufacturing processes from an artisanal practice to a modern technological marvel that is able to manufacture quality items on a massive scale. The same type of revolution must happen with analytics and big data. Based on my popular book, The Analytics Revolution, this talk will address technological, organizational, and cultural points that must be considered to successfully make big data actionable and operational.&lt;br&gt;<strong>Bill Franks</strong>, Chief Analytics Officer, Teradata, Atlanta, GA</td>
</tr>
<tr>
<td>11:00-11:45 a.m.</td>
<td>Great Catch: Using Data Science to Keep Us Honest&lt;br&gt;With the constant evolution of fraud schemes using technology, it is time to start using technology to fight fraud. By leveraging the knowledge and skills of data analytics and digital forensics experts we can gain insight and information to increase the effectiveness of fraud prevention and detection efforts. We will discuss the applications of data science in the area of fraud prevention and detection.&lt;br&gt;<strong>Jeremy Clopton</strong>, Big Data and Analytics Practice Leader, BKD LLP, Springfield, MO</td>
</tr>
<tr>
<td>11:45 a.m.</td>
<td>Break</td>
</tr>
<tr>
<td>Noon-1:30 p.m.</td>
<td>Tulsa Business Forum—<em>Leadership the Amazon Way</em>&lt;br&gt;<strong>John Rossman</strong>, Author of <em>The Amazon Way</em>, Former Director of Enterprise Services at Amazon.com, and current Managing Director with Alvarez &amp; Marsal</td>
</tr>
</tbody>
</table>
1:45-2:30 p.m. | **Consumer Segmentation and Targeting**

There are many different ways to segment and target consumers (demographic, spend-based, usage-based, psychographics, etc.). This session will discuss the different types of consumer segmentation and targeting strategies. We will address what options might be right for you based on your business needs. There will also be a mini-case study focused on a former psychographic segmentation study that Pandora Media explored.

*Andrea Lopus Cardozo, Head of Consumer Insights, Brand and Product Marketing, Pandora, San Francisco, CA*

2:30-3:15 p.m. | **Strategic Analytics Drive GTM Transformation**

The transformation of a software sales motion requires end to end strategic analytics. When Cisco System’s Global Virtual Sales and Customer Success organization did this transformation they were able to centralize the effort, maximize value for partners and customers, and create a global sales engine at scale. During this session, you will learn best practices for your organization, ideas on how to invest in the skills required to achieve success, and how to drive growth with a start-up mentality (even in a large organization)!

*Sarah Halley, Chief of Staff, Strategy and Planning, Global Virtual Sales and Customer Success, Cisco Systems, Oklahoma City, OK*

3:15-4:00 p.m. | **Panel: Using Big Data Analytics**

This panel will discuss how data is being utilized in their industries and how it is making a difference in their companies. Learn how your company/organization can leverage data to your greatest benefit.

*Moderator: Dr. Goutam Chakraborty, Ralph A. and Peggy A. Brenneman Professor, School of Marketing and International Business, Spears School of Business, OSU*

*Amanda Gulino, Business Operation Manager, Strategy and Planning, Global Virtual Sales and Customer Success, Cisco Systems, Boston, MA*

*Mark Nance, Vice President, Chief Data Officer, American Fidelity, Oklahoma City, OK*

*Angela Nichols, Director, IT Planning and Analytics, OGE Energy Corp, Oklahoma City, OK*

4:00 p.m. | Conclusion

REGISTRATION: Register Online cepd.okstate.edu | Phone 405-744-5208

**GOLD SPONSOR** $3,500
- Yes! I wish to be a gold sponsor of the OSU Big Data Analytics Conference.
- Tulsa, OK February 15, 2017
  $3,500: Includes 8 registrations to the conference, Tulsa Business Forum Luncheon, and prominent recognition in promotion and at the conference. (Deductible- $1,260 Non-deductible- $2,240)*

**SILVER SPONSOR** $2,000
- Yes! I wish to be a silver sponsor of the OSU Big Data Analytics Conference.
- Tulsa, OK February 15, 2017
  $2,000: Includes 4 registrations to the conference, Tulsa Business Forum Luncheon, and prominent recognition in promotion and at the conference. (Deductible- $760 Non-deductible- $1,240)*

* The amount of the contribution that is deductible for federal income tax purposes is limited to the excess of any money contributed over the fair market value of goods or services provided.

**MULTIPLE REGISTRATION DISCOUNT (8 OR MORE PEOPLE)**
- Big Data Analytics Conference and John Rossman Tulsa Business Forum Luncheon- $280 per person
- Big Data Analytics Conference only- $195 per person

**INDIVIDUAL REGISTRATION**
- Big Data Analytics Conference and John Rossman Tulsa Business Forum Luncheon- $310 per person
- Big Data Analytics Conference only- $225 per person
Dr. Goutam Chakraborty is the Ralph A. and Peggy A. Brenneman Professor in the Department of Marketing 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.

Jeremy Clopton is the big data and analytics practice leader for BKD. He has more than 10 years of experience applying data analytics in fraud prevention and detection, risk assessment and business intelligence. He is a frequent speaker on the topics of data analytics and visualization, forensic accounting, data analytics program design and the value data can bring to an organization.

Randy Collica is a principal solutions architect for SAS Institute supporting the retail, communications, consumer, and media industries. His current interests are in clustering and ensemble models, missing data and imputation, and text mining techniques for use in business and customer intelligence. From 1998 to 2010, Randy was with Compaq and Hewlett-Packard as a senior business analyst using data mining techniques for customer analytics in the corporate customer intelligence department.

Bill Franks is the chief analytics officer for Teradata. He provides insight on trends in the analytics and big data space. His focus is to translate complex analytics into terms that business users can understand and works with organizations to implement its analytics effectively. Bill’s work has spanned clients in a variety of industries for companies ranging in size from Fortune 100 companies to small non-profit organizations. He is also a faculty member of the International Institute for Analytics and author of Taming The Big Data Tidal Wave and The Analytics Revolution.

Sarah Halley leads acquisition intake and scale within the global virtual sales and customer success (GVS&CS) organization within Cisco Systems. Sarah is responsible for developing the end to end strategy and framework on how Cisco will intake new software offers and acquisitions into the GVS&CS team with the goal of ultimately mainstreaming these plays into the regions. She has been with Cisco in various enablement and strategy roles for the last six years and has a strong sales, marketing and business development background that spans over the last 16 years. Sarah is consistently recognized as a thought leader and has received numerous awards for her work within Cisco both in strategy and business development and in the area of Inclusion and Collaboration (Cisco’s diversity effort).

Andrea Lopus Cardozo is the head of consumer insights for brand and product marketing at Pandora. She and her team conduct a variety of research in the U.S. and abroad including brand equity tracking, consumer segmentations, product concept testing, and ad effectiveness tracking. Previously, she spent seven years in consumer insights at Clorox supporting the international, innovation and new business teams. Andrea has an MBA in Marketing from the Wharton School at the University of Pennsylvania.

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. Mark is a founding member of the International Society of Chief Data Officers, a member of the Gartner CDO Advisory Board and the Oklahoma State University MADM Advisory Board.

John Rossman is a Managing Director with Alvarez & Marsal, specializing in technology strategy, multi-channel operations scaling and platform enablement in multiple industries including retail, service and public sector. John is the author of The Amazon Way: 14 Leadership Principles of the World’s Most Disruptive Company and is an expert on digital disruption and assisting his clients to build and execute new business models. He is the former director of enterprise services at Amazon.com where he had full operational and technical ownership for existing clients, overseeing e-commerce solutions such as online merchandising capability, website technologies, branded fulfillment delivery and branded customer service.

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.” He serves as the Executive Director of Teradata University Network and received the 2013 INFORMS HG Computing Society Lifetime Service Award.
Challenges and Opportunities with Analyzing and Using Information from Big Data