

2019 Analytics Colloquium

The Center for Business Analytics (CBA) at the McIntire School of Commerce will host its sixth annual Business Analytics Colloquium on **Friday, September 6th from 9:30am to 4:30pm.** This event is intended to highlight the state-of-the-art for analytics, showcase our strong industry partners, and provide McIntire students a chance to learn more about exciting career opportunities pertaining to data analytics. The agenda is as follows.

Session	Speakers	Time
Welcome Opening Remarks	Ahmed Abbasi Dean Zeithaml	9:30 – 9:45
Leadership in an AI-enabled World (rm. 120)	Joanna Bergeron, Principal & Regional President, CapTech Mark Polyak, SVP, Ipsos Public Affairs Sacheen Punater, Principal, EY Lee Scoggins, Principal Director, Accenture Moderator: Ahmed Abbasi	9:45 – 11:15
Break		11:15 – 11:30
Customer Analytics: From Consumer Behavior to Customer Journey (rm. 120)	David Algranati, Chief Product Officer, comScore Jeff Campbell, VP, Applied Predictive Technologies Kristin Moody, AVP, Analytic Partners Martin Stolfa, VP, Hilton Worldwide Moderator: Rick Netemeyer	11:30 – 1:00
Lunch (4 th floor & gallery)		1:00 – 2:15
Careers in Analytics Sessions	Business Analysts (rm. 223): Hilton (Steven Longstreet and Wes Mabee) CarMax (Leslie Troxell) Pfizer (Michelle Snyder) Capital One (Lauren Abraham and Alex Hart) Moderator: Jeff Boichuk	2:15 – 3:15 & 3:30 – 4:30
	Digital Media (rm. 225): comScore (TBD) Merkle (Michael Lynch and Tyler Wagner) WillowTree (Taylor Erwin and Billie Loewen) eBay (Tom Pinckney) Moderator: Brent Kitchens	
	Analytics Consulting – Managerial Perspective (rm. 254): CapTech (Gabiella Baum) EY (Arun Balasubramanian) Ipsos (Katie Joyce) Accenture (Serena Patel) Moderator: David Dobolyi	
	Analytics Consulting – Younger Professionals (rm. 256): Analytic Partners (Chris Dowdy) Applied Predictive Technologies (Aydin Cashel) Deloitte (Rachel Fry and Chris Long) EY (Jordan Smith) Moderator: Jingjing Li	
Break		3:15 – 3:30
Cocktail Reception (4 th floor)		4:30 – 6:00

Details Regarding Sessions

“Leadership in an AI-enabled World” and “Customer Analytics: From Consumer Behavior to Customer Journeys” - In these two sessions, four industry executives will each present for 8 minutes on the use of that particular form of analytics within their organization, followed by a 40-minute faculty-moderated panel discussion and audience Q&A session.

Lunch - During lunch, each speaker will sit with a group of students interested in pursuing careers in analytics, to facilitate informal discussion. We ask that all morning and afternoon session speakers be present during lunch.

Careers in Analytics Panels - These panel sessions are intended to provide students with more specific information about career opportunities in that field - sort of a hybrid between a discussion panel and an info session. Given that the colloquium is in early September, students feel that such panels would represent a nice, timely opportunity for them to better understand various career paths and specific opportunities available. Panels, which will run concurrently, will include topics such as “Business Analysts”, “Analytics in Digital Media”, and “Analytics Consulting.” In each faculty moderated panel, younger professionals or managers (including many UVA/McIntire alumni) from three to four companies will present on specific opportunities within their organizations (e.g., a day in the life of an analyst at XYZ Inc.) for about 7 minutes each, followed by 30 minutes of audience Q&A. Questions asked may pertain to specific job opportunities mentioned or general questions about careers in that particular industry/field. We anticipate that each session will be attended by 40-60 students. All four sessions will be repeated a second time - each student will choose two sessions they wish to attend.

Cocktail Reception - A cocktail reception will follow from 4:30 to 6:00 in order to allow additional information discussion between speakers and students. Ideally, it would be great if afternoon session speakers could be present for the first 30-minutes of the reception.