



What is your  
organization doing to  
harness the power of Big Data?



2015  
**Big Data and the  
Internet of Things**  
SEMINAR

Identifying Opportunities and  
Enabling the Organization to Execute

June 25-26, 2015  
The Conference Board  
Conference Center

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[www.conferenceboard.org/bigdata](http://www.conferenceboard.org/bigdata)

# Agenda

## Day 1: Thursday, June 25<sup>th</sup>, 2015

Registration and Coffee 8:30 – 9 am

Conference Chairperson's Welcome and  
Opening Remarks 9 – 9:05 am

Session A: 9:05 – 10:05 am

### **Capitalize on the Power of Big Data: Gather Real Knowledge in Real Time**

Capturing and synthesizing real-time data, and then actually using insights from that data to make quick and informed corporate decisions, is at the core of an organization's competitive advantage. Big Data has grown in popularity over the past few years as organizations race to find ways to use real time information. Big Data can be invaluable-but in practice, what does it all really mean and how do you know if this is right for your organization or function? Where do you begin? How can you capture data in a way that is relevant and useful?

During this session you will learn to:

- Collect data from multiple sources and provide real-time, actionable information that is relevant to business leaders
- Create a proactive, data-driven environment
- Find synergies to drive enterprise value and promote agility and responsiveness for the entire organization

**Bernard Plagman**, Partner/Chairman, TechPar Group

Session B: 10:05 – 11:00 am

### **Engaging the Enterprise and Promoting a Data-Driven Culture through Change Management and Co-Creation**

To gain the value of your investments in Big Data, the entire organization must understand and embrace the importance of data and the role it will play in the growth of the company. During this session, explore the methods to gain internal buy-in and support to create a data-driven culture and integrate "data thinking" into business processes across all functions. This will lead to easier and quicker decision making, ensuring the enterprise gains the full benefits of an agile, data-driven organization. The discussion will include ways to engage the business leaders and the data scientists/analysts to co-create strategy and encourage leaders to trust data, understand where it comes from, own the process, and the overall business impact.

**Jon Bidwell**, Senior Vice President and Chief Innovation Officer,  
**Chubb Group of Insurance Companies**

Networking and Refreshment Break 11:00 – 11:15 am

Session C: Panel Session: 11:15 am – 12:30 pm

### **Creating and Executing Sustainable Data Analytics Strategies**

While the fundamentals of data and analytics remain the same for all companies, how they are designed and deployed differs across various corporations and industrial sectors. Gain insights into what steps need to be taken for your unique organization by participating in this panel discussion. Panelists will share how they have created and executed a sustainable data analytics strategy that includes the critical success factors and solutions that are right today and scalable in the future.

**Moderator:**

**Gerry Seidman**, Member, New York Technology Council

**Panelists:**

**Julia Bardmesser**, Global Head of Business Data Management, Citi

**Barnaby Fountain**, Director, Business Analytics Realization, Merck

**Ed Ram**, Senior Director, Supply Chain,

**Sagent Pharmaceuticals, Inc.**

**Sunny Patel**, Director, HR Strategic Analytics, Cardinal Health

Lunch 12:30 – 1:30 pm

Session D 1:30 – 2:30 pm

### **Peer-to-Peer Learning Experience: Roundtable Session**

Benefit from a unique peer-to-peer learning experience by sharing practical approaches and actionable ideas with others facing similar challenges/experiences in a relaxed and open environment. Participants will be able to examine and address the individual challenges most relevant to them.

Session E 2:30 – 3:25 pm

### **Turning Big Data into Big Revenue**

How can you capture the ROI of Big Data and transform that data into new revenue streams, growth opportunities, or new lines of business? During this session, learn how to harness the immense rewards of Big Data and advanced analytics, including IoT, and deliver real business impact. Explore solutions organizations can use to capture value by creating an agile, proactive business environment for increased competitive advantage.

**Oliver Halter**, Principal Information Management Consulting, PwC

Networking and Refreshment Break 3:25 – 3:40 pm

Session F: 3:40 – 4:35 pm

### **The Future of Privacy and Security in the Era of Big Data and Internet of Things (IoT)**

One of the most pressing hot button issues related to Big Data and IoT is security and privacy. Individuals' confidential information is being stored and analyzed in a thousand different ways. During this session we will explore what data security and privacy means today and what methods you need to employ to protect the information that you are gathering in the most secure ways.

**Gary Davis**, Chief Consumer Security Evangelist, Intel Security

Seminar Wrap-up and Conclusion of Day One 4:35 – 4:45 pm

# Agenda

## Day 2: Friday, June 26<sup>th</sup>, 2015

Registration and Coffee 8 – 8:30 am

Day One Recap 8:30 – 8:45 am

Session G: 8:45 – 9:45 am

### Everything you Need to Know about the Internet of Things (But Were Afraid to Ask)

The Internet of Things (IoT)—the ability of everyday devices to connect with each other and with people—is both a generator of Big Data (since enormous numbers of “things” are interconnected and monitored) and, more importantly, an opportunity to create business value by directly manipulating and controlling these devices. It is thus a key new enabler for translating Big Data analytics into business value. What does IoT mean for your organization? How is it relevant to your function? To ensure you do not fall behind this next technological wave, learn how the IoT and Big Data may impact your business and what level of infrastructure is needed to support and analyze it.

**Dr. Charles Popper**, CEO, TechPar Group

Session H: 9:45 – 10:45 am

### The Conference Board Research – Key Business Issue: Big Data & Human Capital Analytics - Datafication of Human Resources and the Importance of Securing Employee Trust in the Advancement of Human Capital Analytics

The past 5-7 years have brought the “datafication” of human resources, as companies gain experience and skills in analyzing employee data to gain new insights into their workforce and the impacts of human capital on business KPIs. New data sources and new analytic tools raise many new questions about the ethics and legalities of workplace analytics. As human capital analytics becomes an increasing important source of competitive advantage, companies must establish sound practices to make these practices transparent to stakeholders throughout the organization.

This session will feature a preview of an upcoming Key Business Issue research report from The Conference Board on:

- What are the emerging data sources and analytic tools that companies might potentially use to optimize their workforce and their organizational effectiveness?
- What are the ethical and legal issues that these developments raise for employers?
- How are leading companies addressing these issues to gain maximum value from human capital analytics while minimizing risk and ensuring employee trust?

**Mary Young**, Principal Researcher, Human Capital,  
**The Conference Board**

**Patti Phillips**, President and CEO, ROI Institute

Networking and Refreshment Break 10:45–11 am

Session I: Panel Session 11 am – 12 pm

### The Role of the Data Scientist in Building a Data-Driven Organization

Big data requires a new approach to analytics and new set of skills and competencies to look at data strategically. The role of the data scientist is critical for extracting real value from data and optimizing business intelligence. What are the required skill-sets for this important role? What are the effective organizational models and key roles for a successful Big Data and analytics strategy?

How do you choose the right model for your unique organization? What can data scientists add to your organization, how can you hire or train these individuals and build a data science team? During this session we will answer these questions and more as we explore a framework for creating and promoting a data scientist role for your organization, including the ways to redefine roles and leverage the ongoing development of the analytics capability.

**Moderator:**

**Erik K. Grimmelmann**, Ph.D., President & CEO,  
**New York Technology Council (NYTECH)**

**Panelists:**

**Rick McFarland**, Vice President, Corporate Data Services,  
**Hearst Corporation**

**Amy Gaskins**, Assistant Vice President, Enterprise Analytics,  
**MetLife**

**Oliver Halter**, Principal Information Management Consulting, **PwC**

Lunch 12 – 1 pm

Session J: Panel Session 1 – 2 pm

### Connecting to the Customer in our Rapidly Changing World

As a result of advancements in technology and social media, data is being collected and transmitted about your customers and prospects at an incredible rate. However, what does this all mean in relation to your content marketing strategy and the way your organization will seek to engage with the outside world? Data can be invaluable but not without a clear understanding of how to effectively leverage it and make it relevant to the customer and enterprise.

During this session we will explore some of the insights that can be harnessed from advancements in Big Data and analytics in areas such as global population shifts (urbanization, rise of the middle class, millennials, etc.) and changes in consumer behavior (media consumption and buying habits). We'll examine the impacts these changes have on marketing and how businesses connect with their customers. The panelists will share the evolution of their strategies for connecting to their customers including a focus on content and a “pull” rather a “push” approach.

**Moderator:**

**Greg Daniel**, Chief Digital Marketing Officer, Nielsen

**Panelists:**

**Ben Edwards**, Vice President, Global Digital Marketing, IBM

**Jason Moriber**, Director, Total Experience, Verizon Wireless

**Christine Hung**, Executive Director, Data Science & Engineering,  
*The New York Times*

Session K: 2 – 3 pm

### **Separating the Good from the Bad in Data Analytics**

Big Data does not equal “good data.” Massive amounts of data does not automatically produce good analytics. Explore how you can distinguish between good and bad data, establish the proper context for the information you are provided, and glean what will truly be practical and actionable for the organization.

**Silvio Galea**, Head of Big Data, Cigna



# REGISTRATION INFORMATION

**Online** [www.conferenceboard.org/bigdata](http://www.conferenceboard.org/bigdata)

**Email** [customer.service@conferenceboard.org](mailto:customer.service@conferenceboard.org)

**Phone** 212.339.0345

*8:30 AM – 5:30 PM ET, Monday – Friday*

## Seminar Pricing:

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Members	<b>\$1,799</b>
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Non-Members	<b>\$1,999</b>
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Fees do not include hotel accommodations.

## Location

The Conference Board Conference Center  
845 Third Avenue (Between 51<sup>st</sup> and 52<sup>nd</sup>), 3rd Floor  
New York, NY 10022

## Cancellation Policy

Full refund until three weeks before the meeting. \$500 administration fee up to two weeks before the meeting. No refund after two weeks before the meeting. Confirmed registrants who fail to attend and do not cancel prior to the meeting will be charged the entire registration fee.

## Team Discounts per Person

For a team of three or more registering from the same company at the same time, take \$150 off each person's registration. One discount per registration. Multiple discounts may not be combined.

