

# Data & Analytics for Social Good

Thursday, December 1, 2022

## Featured speakers include:

**Andrew Reiskind**, Senior Vice President, Data Strategy, **MasterCard**

**Robert Parr**, Chief Data Officer – U.S. Client Advisory and ESG, **KPMG**

**Brett Hurt**, CEO and co-founder of **data.world**

**Jordana George**, Clinical Assistant Professor of Management Information Systems at **Texas A&M University**

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**10:00 a.m. – 10:10 a.m. ET**

## Opening Remarks – Introductions & Why Data & Analytics for Social Good

**10:10 am – 11:00 am ET**

### Data Philanthropy and Donation

Data philanthropy and donation, which involve the sharing of proprietary data and data resources to benefit society, provide organizations with a tremendous opportunity to help address larger societal issues while realizing additional economic benefits and improving their standing with their stakeholders.

Brett Hurt, CEO and Co-Founder of data.world, and Jordana George, Assistant Professor of Information Systems at Texas A&M University, will share:

- what data philanthropy and donation are
- why data philanthropy and donation should be priorities for organizations today
- what opportunities exist to make a meaningful difference in society and industry
- what organizations are making progress and why
- how organizations should proceed to realize greater benefits to their organization and society
- what challenges / barriers need to be overcome

Time for audience Q&A will be included in this session.

**11:00 – 11:05 ET Break**

**11:05 am – 11:55 pm ET**

### Creating Organizational and Societal Value through Data Philanthropy

Two organizations pursuing data philanthropy and donation as a part of their larger ESG strategy are KPMG and Mastercard. Bob Parr, CDO of US Advisory and Global ESG at KPMG, and Andrew Reiskind, SVP of Data Strategy at Mastercard Worldwide, will share:

- how data philanthropy and donation fit within their overall approach to ESG
- how they defined their strategy and key initiatives
- how they were able to devote valuable resources to those efforts
- what types of opportunities they're pursuing / not pursuing and why
- what the benefits have been – to their communities and their organization
- what challenges they've encountered and how they've overcome them
- what future opportunities they envision

**11:55 pm – 12:00 pm ET**

## Closing Remarks