



WEDNESDAY, AUGUST 31ST

Time	Track	Business	Presenter	Presentation Title	Location	
7:15 - 8:45am	Breakfast Presented by Avorit & Vendor Showcase & Registration					Fantasia H/J
9:00 - 9:15am	Conference Welcome					Fantasia G + A-F
9:15 - 10:15am	Conference Keynote Address	<i>Invited Speaker</i>	Robert Herjavec, Founder & CEO of Herjavec Group, Star of ABC's <i>Shark Tank</i>	<i>Fast, Forward, and Focused</i>	Fantasia G + A-F	
10:15 - 10:30am	Coffee Break Presented by Teradata					Fantasia H/J
10:30 - 11:30am	Morning Keynote Address	<i>Teradata Labs</i>	Oliver Ratzesberger, President	<i>What's Next in Big Data? The Sentient Enterprise.</i>	Fantasia G + A-F	
11:30am - 12:45pm	Lunch Presented by Accenture					Fantasia H/J
12:45 - 1:45pm	Data & Technology	IBM	Rob High, Vice President & Chief Technology Officer, IBM Watson	<i>Cognitive Computing</i>	<i>Sorcerer's Apprentice 1-2</i>	
	Marketing & Consumer Insights	ESPN	Molly Parr, Senior Director, Ad Platform Product Management Scott Keating, Senior Director, CRM	<i>Tapping Into Emotion and Moment With Data: Driving Advertising Results With Sports Fans' Passion</i>	Fantasia N-Q	
	Advanced Analytics	Disney Research/TWDC	Maarten Bos, Research Scientist Alice Moon, Postdoctoral Associate	<i>Constructing Consumer Choices: Simple Nudges Improve Customer Experiences and Decisions</i>	Grand Republic	
	Beyond the Numbers	Cotential	Erica Dhawan, CEO & Founder	<i>Get Big Things Done: The Power of Connectional Intelligence</i>	Fantasia K-M	
1:45 - 2:00pm	Coffee Break Presented by Teradata					Fantasia H/J
2:00 - 3:00pm	Data & Technology	ESPN	Jason Loveland, Director, Platform Engineering Diwakar Bedekar, Director, Consumer Data Management Kimberly Weller, Senior Director, Analytical Services	<i>Developing a Source of Truth for Media Intelligence</i>	Fantasia N-Q	
	Marketing & Consumer Insights	Deloitte	Mark Singer, Principal Courtney Sherman Dehnert, Senior Manager & Insights Director, Doblin	<i>Tapping into the Power of the Family Segment—Research, Insights, and Activation</i>	<i>Sorcerer's Apprentice 1-2</i>	
	Advanced Analytics	Walt Disney Parks & Resorts	Maurice Cheung, Senior Decision Science Consultant Louie Kuznia, Senior Manager, Decision Science	<i>Optimization 101</i>	Grand Republic	
	Beyond the Numbers	New Relic	Lee Atchison, Principal Cloud Architect and Advocate	<i>Data Driven Software Teams Collaborate to Create Great Software. Do You?</i>	Fantasia K-M	
3:00 - 3:15pm	Coffee Break Presented by Avorit					Fantasia H/J
3:15 - 4:15pm	Data & Technology	Acxiom	Chad Engalgau, Vice President, Global Head of Identity Services	<i>Building Integrated and Open Marketing Stacks</i>	Fantasia K-M	
	Marketing & Consumer Insights	Adobe	Suresh Vittal, Vice President, Product Marketing & Strategy, Adobe Marketing Cloud	<i>The Power of Great Experiences: Mapping the Customer Lifestyle</i>	<i>Sorcerer's Apprentice 1-2</i>	
	Advanced Analytics	Walt Disney Parks & Resorts	Whitney Conner, Manager, Operations Research Megan Siems, Senior Operations Research Engineer	<i>Authentically Disney and Distinctly Chinese: Optimizing Shanghai Disney Resort Opening Training</i>	Grand Republic	
	Beyond the Numbers	Walt Disney Parks & Resorts	Mhel Lazo, Jr., Decision Science Consultant Amber Jones, Decision Science Consultant	<i>These ARE the Visualizations You Are Looking For: Art and Science Join Forces</i>	Fantasia N-Q	
4:15 - 4:30pm	Coffee Break Presented by Avorit					Fantasia H/J
4:30 - 5:30pm	Afternoon Keynote Address	<i>SAS & Orlando Magic</i>	Jill Dyché, Vice President, Best Practices, SAS Anthony Perez, Executive Vice President of Strategy, Orlando Magic	<i>Game Changer! Analytics Transforms the Orlando Magic Fan Experience</i>	Fantasia G + A-F	
6:30 - 9:30pm	"A Celebration of Star Wars" Dinner Event Presented by comScore & Dessert Party Presented by Black Swan					Epcot



THURSDAY, SEPTEMBER 1ST

Time	Track	Business	Presenter	Presentation Title	Location	
7:15 - 8:30am	Breakfast & Vendor Showcase & Registration					Fantasia H/J
8:30 - 8:40am	Conference Welcome					Fantasia G + A-F
8:40 - 9:40am	Morning Keynote Address 1	Invited Speaker	Jeffrey Ma, CEO & Co-Founder, tenXer	<i>The House Advantage: Playing the Odds to Win Big in Business</i>	Fantasia G + A-F	
9:40 - 9:50am	Coffee Break Presented by HPE					Fantasia H/J
9:50 - 10:50am	Morning Keynote Address 2	Simulmedia & GoDaddy & Matrixx	Laurel Bernard, President, Entertainment Marketing, Simulmedia Eric Fischer, Director of Global Brand Media, GoDaddy Lori Norian, Vice President of Marketing, Matrixx	<i>How Advancements In Data and Analytics Can Improve the Performance of Television</i>	Fantasia G + A-F	
10:50 - 11:00am	Coffee Break Presented by HPE					Fantasia H/J
11:00am - 12:00pm	Data & Technology	Dell	Dr. Thomas Hill, Executive Director for Analytics, Dell Software	<i>Big Data Challenges and Best Practices</i>	Fantasia K-M	
	Marketing & Consumer Insights	Disney Channel Worldwide	Cathy Gallant, Executive Director, Disney Channels Worldwide Consumer Insights Kimberly August, Manager, Disney Channels Worldwide Consumer Insights	<i>Plugged In: Kids and Entertainment Technology</i>	Grand Republic	
	Advanced Analytics	Pinterest & Stanford University	Jure Leskovec, Chief Scientist, Pinterest Associate Professor, Computer Science, Stanford University	<i>Viral Cascades in Social Networks</i>	Sorcerer's Apprentice 1-2	
	Beyond the Numbers	University of Central Florida	Timothy Kotnour, Professor, Department of Industrial Engineering & Management Systems	<i>Why Do Projects Fail?</i>	Fantasia N-Q	
12:00 - 1:00pm	Lunch					
1:00 - 2:00pm	Afternoon Keynote Address	Hewlett Packard Enterprise	Ken Elliott, Ph.D., Global Director of Analytics	<i>The Analytically Driven Organization</i>	Fantasia G + A-F	
2:00 - 2:15pm	Coffee Break Presented by HPE					Fantasia H/J
2:15 - 3:15pm	Data & Technology	Atos	Albert Minguillon Planell, Major Events Solution Manager, ATOS Office of the CTO for Major Events and Olympic Games	<i>ATOS Delivers Disruptive Technologies to Address Olympic Games Challenges</i>	Fantasia K-M	
	Marketing & Consumer Insights	Accenture & Disney - ABC Television	Mike Chapman, Managing Director, Global Lead of Media & Entertainment and Accenture Digital Video Strategy Consulting, Accenture Steve Whittington, Executive Director, Consumer Data & Analytics, Disney ABC Television Group	<i>Cross-Channel Advertising Attribution - New Insights into Multiplatform TV</i>	Sorcerer's Apprentice 1-2	
	Advanced Analytics	Columbia University	Andrew Gelman, Professor, Department of Statistics, Department of Political Science	<i>The Statistical Crisis in Science, and How We Can Do Better Using Hierarchical Bayes</i>	Fantasia N-Q	
	Beyond the Numbers	Walt Disney Parks & Resorts	Daniel Rios-Doria, Analytics & Optimization Manager	<i>Interactive Storytelling with R: A "Shiny" Tale of Optimization and Scenario Planning</i>	Grand Republic	
3:15 - 3:30pm	Snack Break Presented by HPE					Fantasia H/J
3:30 - 4:30pm	Data & Technology	Hortonworks & Walt Disney Parks & Resorts	Aldrin Piri, Senior Member of Technical Staff, Hortonworks Jeremy Dyer, Solutions Engineer, Hortonworks Teddy H. Benson, Director, Data Integration, Walt Disney Parks & Resorts Eric Hunter, Technical Director of Solution Engineering, Information Advantage, Walt Disney Parks & Resorts	<i>How to Quickly and Securely Ingest Data in an Internet of Things World - Developed by the NSA</i>	Fantasia K-M	
	Marketing & Consumer Insights	Walt Disney Studios	Erika Varis Doggett, Senior Data Analyst	<i>(I) Got a Pronoun! A Study on New Grammar in Twitter</i>	Sorcerer's Apprentice 1-2	
	Advanced Analytics	Walt Disney Parks & Resorts	Dan Jones, Advanced Analytics & Optimization Manager Xavier Fousseureau, Advanced Analytics & Optimization Manager	<i>Innovative Machine Learning with Genetic Algorithms</i>	Fantasia N-Q	
	Beyond the Numbers	Tableau	John Jensen, Director of North American Enterprise Josh Weyburne, Enterprise Sales Consultant	<i>The Modern Approach to Enterprise Analytics: Bridging the Gap Between Business and IT</i>	Grand Republic	
Thank You for Attending						