



# Business Analytics

## COLLEGE OF BUSINESS ADMINISTRATION

Fall Business Analytics Forum

October 10<sup>th</sup> and 11<sup>th</sup>, 2013

Hilton Downtown Salon A & B

501 W Church Ave, Knoxville, TN 37902

Please park in the Hilton Garage. Enter on Clinch and bring your stub for Validation.

### Thursday October 10<sup>th</sup> Morning

7:30 - 8:30	<b>Breakfast</b> Salon C
8:30 - 9:00	<b>Welcome</b> Dr. Alex Miller - William B. Stokely Chair in Management and Director, Consortium for Social Enterprise Effectiveness Dr. Ken Gilbert - Department Head & Regal Entertainment Group Professor of Business
9:00 - 9:30	<b>Thanks for putting all your corporate data in one place.....LulzSec</b> Joe Gipson - Sr. Operations Manager Cisco Systems Inc.
9:30 - 10:00	<b>Break</b>
10:00 - 11:00	<b>The Value Proposition of Marketing Data Governance A Roadmap to Competitive Advantage and Customer Insight</b> Peg Kuman - Vice Chairman Relevate
11:00 - 12:00	<b>Creating a Data Governance Strategy for Scripps Network Interactive</b> Fred Krimmelbein - Information Architect, Enterprise Architecture Scripps Network Interactive
12:00 - 1:00	<b>Lunch</b> Salon C



# Business Analytics

## COLLEGE OF BUSINESS ADMINISTRATION

### Thursday October 10<sup>th</sup> Afternoon

1:00 - 2:00	<b>A Brief History of High Performance Computing Data Analysis from the Trenches</b> Blair Christian - Data Scientist PYA Analytics
2:00 - 2:30	<b>Break</b>
2:30 - 3:30	<b>If Data is the New "Asset", is your Data Inventory or Cash?</b> Allen Pannell, Jr - Lecturer UT Center for Executive Education
3:30 - 4:30	<b>Information Governance in the Consumer Industry</b> Richard Beaver - President gapNsnap

### Friday October 11<sup>th</sup> Morning

8:30 - 9:30	<b>Breakfast</b> Salon C
9:30 - 10:30	<b>Does Your Business Address Matter? The Biggest Asset Concern: Human Capital</b> Daniel Cosey - Senior Director of Intelligence Career Builders
10:30 - 11:00	<b>Break</b>
11:00 - 11:30	<b>Tennessee's Entrepreneurial Ecosystem Explored</b> Jason Denenberg - Director of Entrepreneurship - LaunchTN Ivan Drageov - CEO - HutGrip Jian Huang - Co-founder & CEO - Survature
11:30 - 12:00	<b>Future Forum Planning</b> Julie Ferrara - Forum Director & Lecturer
12:00 - 1:00	<b>Lunch</b> Salon C