
EGG
CONFERENCE
NYC | 2018
TOWARDS DATA SCIENCE AT SCALE
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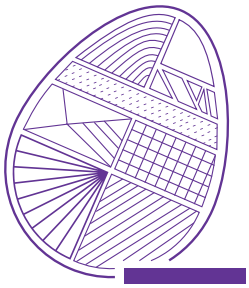
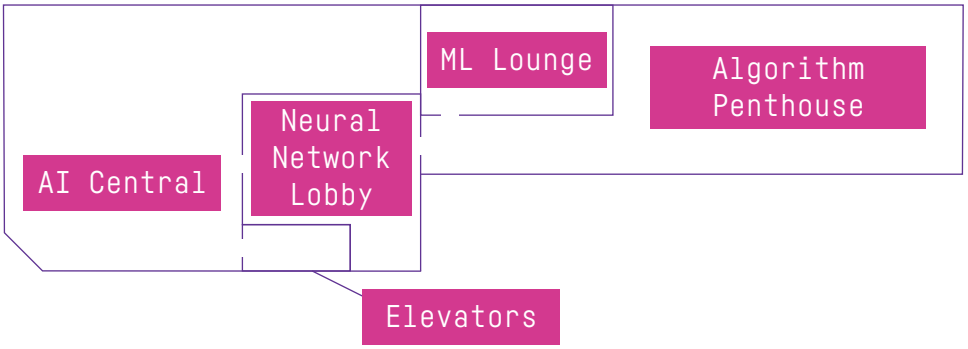


# YOUR GUIDE TO EGG2018

Thursday, November 15th

230 Fifth Ave 20th FL
New York, NY 10001
Corner 27th Street on 5th Ave

## MAP

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# SCHEDULE

## MORNING

ALL MORNING EVENTS TAKE PLACE IN THE ALGORITHM PENTHOUSE

| | |
|---|---|
| 7:40AM - 8:50AM | Registration and Breakfast |
| 8:50AM - 9:00AM | Opening Remarks: Do I Do AI?<br>by **Florian Douetteau,** CEO at **Dataiku** |
| 9:00AM - 9:25AM | Essentials to Succeeding with Analytics Initiatives – Lessons from Real Life<br>by **Ashok Kumar**, Director of Business Intelligence at **Avis Budget Group** |
| 9:25AM - 9:50AM | Social Network Analysis in Healthcare<br>by **Michael Xiao**, Divisional Vice President of Enterprise Analytics at **Blue Cross Blue Shield** |
| 9:50AM - 10:15AM | How to Run a Centre of Excellence for Self-Service Data Science<br>by **Nicholas Bignell,** Director at **UBS Investment Bank** |
| 10:15AM - 10:40AM | Coffee Break @ the Neural Network Lobby |
| 10:40AM - 11:00AM | Accelerating Your AI Roadmap: A Journey<br>by **Vinay Seth Mohta**, Managing Director at **Manifold** |
| 11:00AM - 11:25AM | Advanced Analytics and New Data are Changing the Credit Landscape for Banks<br>by **Renzo Comolli**, Senior Expert, Risk Practice at **McKinsey & Company** |
| 11:25AM - 11:45AM | Posing as a Data Engineer: A Data Scientist's Story<br>by **Kenny Ning**, Data Engineer at **Better Mortgage** |
| 11:45AM - 12:10PM | The Path To Self-Service Analytics: A Success Story by GE<br>by **Somesh Saxena**, Technical Product Manager at **GE Aviation** |
| 12:10PM - 1:10PM | Lunch @ AI Central |

AFTERNOON SCHEDULE CONTINUES ON THE NEXT PAGE

# AFTERNOON

PLEASE NOTE THE AFTERNOON IS BROKEN INTO TWO TRACKS,
ATTENDEES ARE ENCOURAGED TO SELECT ONE:

## TECHNICAL TRACK

1:10PM - 1:30PM

Personalized Recommendations for Food, Recipes, and Grocery

with **Andrew Marchese**,
Data Scientist at **Plated (Albertsons)**

1:30PM - 1:50PM

Architecting Massively Scalable Self-Service Analytics Platforms

with **Shailesh Doshi**,
Senior Data Engineer at **Pivotal Software**

1:50PM - 2:10PM

Fast and Iterative R ML Model Deployments on Highly Scalable Serverless APIs

with **Andrew Conklin**,
Director of Technology at **Origent Data Sciences, Inc**

2:10PM - 2:30PM

AI in Banking

with **Hussain Sultan**,
Partner, ML and Data Science Lead at
**Full Spectrum Analytics**

2:30PM - 2:50PM

Incorporating ML in Risk Models: Best Practices and Limitations from the Ground Up

with **Alla Kramskaia**,
Senior VP - Leader of Risk Analytics
at **Dun & Bradstreet**

2:50PM - 3:10PM

Choice Modeling - What Drives Important Human Decisions?

with **Jeff Parker**,
Data Scientist and Advanced Researcher at **Qualtrics**

## USE-CASE

1:10PM - 1:30PM

"So you think you know me?" - a Closer Look at Recommendation Systems

with **Mariem Ayadi**,
Data Scientist at **Credit Suisse**

1:30PM - 1:50PM

Machine Learning Adoption Patterns

with **John Calhoun**,
Machine Learning Segment Lead at **AWS**

1:50PM - 2:10PM

Data Science Applications in the Insurance Industry: a Story about Use Cases

with **Perry Beaumont, PhD**,
Head of Data Science and Actuary Science at
**The Distinguished Programs Group**

2:10PM - 2:30PM

Search at GIPHY: Staying on Top of the Zeitgeist

with **Yael Elmatad**,
Lead Data Scientist at **GIPHY**

2:30PM - 2:50PM

Strategic Quick-wins Based on Data Driven Campaigns

with **Julio Farfan**,
Analytics and Optimization Lead
at **Volaris**

2:50PM - 3:10PM

Using Data Science and Decision Science to Battle Biases and Bottlenecks in Recruiting

with **Maryam Jahanshahi**
Research Scientist at **TapRecruit**

3:10PM - 3:35PM | Coffee Break @ the Neural Network Lobby

# LATE AFTERNOON

ALL LATE AFTERNOON EVENTS TAKE PLACE IN THE ALGORITHM PENTHOUSE

| | | |
|---|---|---|
| 3:35PM- 3:55PM | \| | Managing Algorithmic Risk<br>by **Steve Touw,** CTO at **Immuta** |
| 4:55PM - 4:20PM | \| | Bring Stakeholders Closer to the Value, not the Data<br>by **Scott Breitenother**, former VP of Data and Analytics at **Casper** |
| 4:20PM - 4:40PM | \| | Using Machine Learning for Enterprise Risk Management<br>by **Mihaela Nistor**, Head of Enterprise Risk Management at **Bloomberg**<br>and **Aziz Lookman,** Chief Analytics Officer at **RationalAI** |
| 4:40PM - 5:05PM | \| | Building Cloud-native Enterprise<br>Data Science Teams in the F500<br>by **Ian Stokes-Rees,** Principal Analytics Engineer at **BCG Gamma** |
| 5:05PM - 5:10PM | \| | Closing Remarks<br>by **Pauline Brown,** VP Product Marketing at **Dataiku** |
| 5:10PM - 7:10PM | \| | Cocktail Reception |

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# TODAY'S SPEAKERS

## ASHOK KUMAR,
### DIRECTOR OF BUSINESS INTELLIGENCE AT AVIS BUDGET GROUP

**Essentials to Succeeding with Analytics Initiatives – Lessons from Real Life**
9:00am-9:25am, Algorithm Penthouse

In order to succeed in analytics initiatives, one must plan for a holistic, end-to-end process to achieve the desired results. While there is a great deal of emphasis on the latest in machine learning and artificial intelligence, it is imperative that organizations have a deep understanding of its available data assets - including the quality, timeliness, and accessibility - and have business participation at the highest level. In this session, we will analyze the success and challenges encountered during real projects and hear lessons learned from one of the top players in the rental car industry. The talk will cover: key ingredients for a successful analytics initiative, team structure, tools, and partnerships for success, importance of constant monitoring and continuous process improvement.

*Ashok Kumar is Director of Business Intelligence and Analytics at Avis Budget Group –a major player in the industry. He has been responsible for establishing Big Data and Analytics capabilities within the organization and executing several advanced analytics projects. He has been in several leadership roles in Information Management, Enterprises Architecture and other IT disciplines over his long career spanning multiple decades.*

## MICHAEL XIAO,
### DIVISIONAL VICE PRESIDENT, ENTERPRISE ANALYTICS AT BLUE CROSS BLUE SHIELD

**Social Network Analysis in Healthcare**
9:25am - 9:50am, Algorithm Penthouse

Social network is a less frequently used tool in the advanced analytics toolkit. Understanding relationships between physicians and facilities offers insights about patient behavior and medical costs that aren't as easily gained through other analytical means, especially when combined with predictive modeling and machine learning. We'll also explore some interesting visualizations that can help tremendously with stakeholder buy-in to advanced analytics.

*Michael Xiao currently leads the Enterprise Analytics organization at Blue Cross Blue Shield of IL, NM, MT, OK & TX, which is the center of excellence for advanced analytics and promotes a data-driven culture across the company. His area also creates and deploys analytics and data science products to serve Blue Cross's 15 million members by making healthcare more affordable and enhancing overall member experience. He is a Fellow of the Society of Actuaries, received his undergraduate degree in Economics and Film from Dartmouth College, and is currently enrolled in the MBA program at the University of Chicago. He lives in Chicago and participates in machine learning competitions on Kaggle for fun.*

## NICHOLAS BIGNELL,
### DIRECTOR AT UBS INVESTMENT BANK

**How to Run a Centre of Excellence for Self-Service Data Science**
9:50am - 10:15am, Algorithm Penthouse

What does it really take to build and run a functioning Center of Excellence for self-service analytics in a global Enterprise? In his talk, Nicholas Bignell, the Director of Data Science at UBS, will draw from his 18 years of experience to share his real-life insights with the audience on how he set out to create a Centre of Excellence that comprises both Self-Service Data Preparation and Machine Learning. Specifically, his talk will cover the process behind implementation and rolling out the infrastructure & applications, managing upgrades & demand (including monitoring performance, availability & capacity), running multiple training programs and Dr. sessions for users & execs, running a dynamic community of data science enthusiasts, and working with the vendors to contribute to product evolution and get the best out of the products.

*Nicholas Bignell is Director of Data Science Service with 18 years of experience at UBS across the organisation performing a number of roles including IT Infrastructure, business management, data analytics, and reporting. Nick is also a co-leader of the London Tableau User Group. You can follow Nicholas on Twitter: @ncbignell*

## VINAY SETH MOHTA,
### MANAGING DIRECTOR AT MANIFOLD

**Accelerating Your AI Roadmap: A Journey**
10:40am - 11:00am , Algorithm Penthouse

Like the internet, AI will create drastic change across industries so it's no surprise everyone is looking to integrate AI into their internal solutions and external products. However, individuals and teams struggle to find a place to start. In some cases, simply using a new modeling approach like machine learning could yield a quick win. In other cases, you may have to process data differently or create novel data streams prior to realizing the potential of AI. Novel datastreams like sensors and video cameras, when combined with AI, can deliver entirely new experiences.

*Vinay Seth Mohta is a Managing Director at Manifold, an AI engineering services firm with offices in Boston and Silicon Valley. Previously, Vinay was the Chief Technology Officer, Chief Information Security Officer, and Co-Founder at Kyruus, a company leveraging data to help health systems match patients with providers more precisely. Vinay was previously at Kayak, acquired by Priceline in 2012, where he led the development of a Big Data predictive analytics platform for measuring the impact of the company's multi-channel marketing efforts. Prior to Kayak, Vinay served as CTO for Global Health Delivery, a non-profit collaboration between Brigham & Women's Hospital, Harvard School of Public Health, Harvard Medical School, and Partners In Health. Prior to that, Vinay was a Software Architect and Product Manager at Endeca Technologies, acquired by Oracle in 2011, where he worked on the core technology platform and the analytics products. Vinay has BS and MEng degrees in computer science from MIT.*

## RENZO COMOLLI,
### SENIOR EXPERT, RISK PRACTICE AT MCKINSEY & COMPANY

**Advanced Analytics and New Data are Changing the Credit Landscape for Banks**
11:00am - 11:25am, Algorithm Penthouse

Most banks are using advanced analytics to manage risk, in some form. Leading banks are seeing substantial benefits. Dr. Renzo Comolli will explore how machine learning combined with other techniques can be used to transform credit risk management. He will show how even small increases in the predictive ability of models can create significant economic value and he will address machine learning transparency in the context of meeting regulatory demands for credit applications.

*Dr. Renzo Comolli is a senior expert in McKinsey & Company's New York office. He has over 13 years of experience advising clients on financial instruments and improving risk management through advanced analytics, including machine learning and econometric techniques. He has deep experience serving financial institutions across a number of topics including credit risk modeling, regulatory compliance and capital management.*

## KENNY NING,
### DATA ENGINEER AT BETTER MORTGAGE

**Posing as a Data Engineer: A Data Scientist's Story**
11:25am - 11:45am, Algorithm Penthouse

Data scientists often have to "pose as a data engineer" to get the job done, whether it is building a data pipeline or putting a model into production. Kenny Ning will discuss the challenges and expected returns of two possible routes: influencing one's way through the engineering and product teams or learning how to do parts of the engineering work.

*Kenny is a Data Engineer at Better Mortgage, working on automating metrics and workflows to help the business understand where better.com is succeeding and not succeeding in driving customers through the online mortgage process. He previously worked at Spotify as a Senior Data Scientist on the Content Insights (data & analytics) team. With this unique combination of experience, Kenny is most interested in bridging the gap between engineers, data scientists, and business people.*

## SOMESH SAXENA,
### TECHNICAL PRODUCT MANAGER AT GE AVIATION

**The Path To Self-Service Analytics: A Success Story by GE**
11:45am - 12:10pm, Algorithm Penthouse

The Self-Service Data program at General Electric Aviation has truly enabled the democratization of data and empowered business users to transform and analyze data through the implementation of data cataloging, workflow and visualization tools to drive horizontal outcomes and build data products for the digital industrial company. The program started in late 2016 when the Self-Service Data team from GE Aviation's Digital Technology group rolled out the Self-Service Data tools. The team partnered with other organizations within the business, such as: engineering, supply chain, sales and marketing, and others, to identify and execute on projects within each group's domain. Initial training sessions, and open office hours provided by the Self-Service Data team, helped user adoption and provided a sense of ease for non-technical users to work in the shared eco-system of GE's data lake. Digital Data Analyst, an intensive week-long course teaching digital tools, data science and process excellence, was introduced in 2018. The training program was met with instant success, with over 700 graduates from multiple areas across the business. With a community of over 1,400 Self-Service developers building digital products to make data-driven decisions, the program is front and center of the digital cultural transformation at General Electric Aviation.

*Somesh Saxena is the Product Owner of Alation and Dataiku at General Electric Aviation. He manages a team of full-stack data engineers and helps lead the Self-Service Data program. Somesh is front and center of the digital cultural transformation at General Electric Aviation, training employees through the Digital Data Analyst training. He began his career with General Electric's Digital Technology Leadership Program, where he led projects for the company's customer portal, did full-stack web development in Cyber Security, and data ingestion, engineering and visualization in the data analytics space. Somesh is a Certified Scrum Product Owner from the Scrum Alliance. He holds a degree in Business Administration with a concentration in Information Systems from the University of Cincinnati.*

## ANDREW MARCHESE,
### DATA SCIENTIST AT PLATED (ALBERTSONS)

**Personalized Recommendations for Food, Recipes, and Grocery**
1:10pm - 1:30pm, Tech Track

At Plated, we face a unique problem of assigning weekly recommendations of novel food recipes to both new and old customers. In this talk, I will discuss how we derive features from extremely content-rich recipes, and how these features are used to drive personalized recommendations that learn customer affinity towards certain feature sets. Additionally, I will discuss how this process is scaled in order to recommend our recipes to a (much) larger set of grocery store customers, and how we can extend this to recommend any grocery product.

*Andrew Marchese is currently a Data Scientist at Plated working on recommendations and forecasting. Before joining Plated, Andrew studied at the University of Tennessee where he earned his Ph.D. in Mathematics and his M.S. in Statistics. He is looking forward to building and scaling models for Albertsons stores, and seeks to help Plated be at the forefront of in-store meal kits. When he is not creating models, Andrew enjoys going to the gym, riding the LIRR, and gardening.*

## SHAILESH DOSHI,
### SENIOR DATA ENGINEER AT PIVOTAL SOFTWARE

**Architecting Massively Scalable Self-Service Analytics Platforms**
1:30pm - 1:50pm, Tech Track

How do you create a data environment for self-service analytics, data science and machine learning that can handle petabytes of data and hundreds of concurrent users? A massively scalable data analytics platform such as Pivotal Greenplum makes cleansed, collated data at scale available to your Dataiku users. In this talk, we provide an overview and demo of how you can rapidly process and query large data sets in Dataiku taking advantage of Pivotal Greenplum and in-database analytics functions. We'll show how to query across diverse datasets, how to prepare data, train machine learning algorithms, work with geospatial data, and conduct text analysis -- all executing within the Pivotal Greenplum data warehouse. We'll also touch how to enforce data governance and access control.

*Shailesh Doshi is a data engineer with Pivotal Software who helps make customers successful through his background and experience in all things data and data science. What gives Shailesh job satisfaction is helping customers transform businesses into modern data driven organizations specifically around cloud and data strategy with data driven cloud native application transformation.*

## ANDREW CONKLIN,
### DIRECTOR OF TECHNOLOGY AT ORIGENT DATA SCIENCES, INC

**Fast and Iterative R ML Model Deployments on Highly Scalable Serverless APIs**
1:50pm - 2:10pm, Tech Track

Statistical Programming in R is highly prevalent in the healthcare, drug development, and biostatistics domains. However, it tends to be a second class citizen when it comes to deploying ML models easily and iteratively behind serverless APIs in the Cloud. We'll equalize the playing field by exploring how this can be done across providers like Google Cloud, MS Azure, and a real world example on AWS.

*Andrew is an entrepreneurial Software Architect with over ten years of systems architecting, application engineering, and customer success across government, startup, and commercial sectors. Andrew's focus is to help new projects accelerate the realization of their value to stakeholders in healthcare with the leanest amount of development time and effort. Andrew has a Computer Science degree from Western Michigan University, completed coursework on a Healthcare Market Overview through University of Minnesota, and enjoys activating local tech communities.*

## HUSSAIN SULTAN,
### PARTNER, ML AND DATA SCIENCE LEAD AT FULL SPECTRUM ANALYTICS

**AI in Banking**
2:10pm - 2:30pm, Tech Track

As customers expect to transact with speed and convenience anywhere they choose, the adoption of AI in banking has seen early success with innovation in digital-first payments and lending products. However, the widespread adoption of AI products is still to come with an overall $1 trillion in opportunity. Driven through real-world use-cases in credit risk modeling and lending decisions, this talk will explore the impact of AI in banking from the lens of value creation, governance and technology. The talk will draw parallels between the traditional software engineering process and AI workflow and analyze the challenges in operationalizing at scale. We will investigate cloud-native solutions for model training, model management, model deployment and monitoring. Furthermore, an overview of AI and Machine Learning techniques that are particularly relevant in banking (e.g. Gradient Boosting) will be provided. All code examples used the materials will be provided as a Github repository for the audience to explore the topic in more detail.

This talk is intended for business leaders, product owners and data scientists who are interested in analytics as applied to consumer finance products.

*Hussain has a decade of analytics experience in consumer financial services, and is a leader in computational Python development and data science enablement. As Partner and Co-Founder of Full Spectrum Analytics, Hussain works with Financial Services clients to build AI-enabled products and capabilities for the sake of managing businesses at scale. Hussain is passionate about open-source software and leverages modern, cloud-native technologies to deliver enterprise-ready solutions. Prior to co-founding Full Spectrum, Hussain worked at Capital One, where he led the development of the company's Forecasting and Experimentation platform, as well as the conversion from legacy analytical tools to a open-source and cloud-based environment.*

## ALLA KRAMSKAIA,
### SENIOR VP - LEADER OF RISK ANALYTICS AT DUN & BRADSTREET

**Incorporating ML in Risk Models: Best Practices and Limitations from the Ground Up**
2:30pm - 2:50pm, Tech Track

In this day and age of AI and Advanced Analytics, everybody talks about the many advantages of leveraging machine learning models to do just about anything. But what are real proven gains by leveraging ML models vs traditional scorecard approach in the Risk Models space? To answer this question, Alla Kramskaia, Senior VP - Leader of Risk Analytics at Dun & Bradstreet, will walk the audience through a study in which she compares performance of both methods and examines what are necessary conditions for problem formulations and features modeling samples should have for ML methods significantly outperform traditional scorecard approach.

*Alla Kramskaia is the Global Leader of Advanced Analytics at Dun & Bradstreet. In this role, Alla is responsible for the development of Dun & Bradstreet's most relied upon risk scores; Commercial Credit Score (CCS), Financial Stress Score (FSS), Fraud Index and custom modeling engagements with Fortune 500 clients. Alla joined Dun & Bradstreet in 1998 and since then has been instrumental in the development of the company's major predictive analytics achievements including all of Dun & Bradstreet's Standard Risk Scores and establishment D&B Data Scientists Team.*

## JEFF PARKER,
### DATA SCIENTIST AND ADVANCED RESEARCHER AT QUALTRICS

**Choice Modeling - What Drives Important Human Decisions?**
2:50pm - 3:10pm, Tech Track

Behavioral economics helps companies understand and put data behind critical business questions including price elasticity, purchase drivers, willingness-to-pay and new feature preference. Predictive analytics and market research have come together with a power survey methodology called conjoint analysis. With some clever experimental design and knowledge of choice modeling, researchers can answer critical questions about decision psychology. Applications span business, political, educational and many other realms were humans need to make trade-offs.

*Jeff Parker labored for a few years in consulting helping companies of all sizes solve difficult problems using data science and market research. He followed this experience with a masters degree in analytics from Northwestern University. Now at Qualtrics, he assists 100's of the worlds most notable brands design, implement and analyze advanced research studies, especially conjoint analysis, using Qualtrics' leading survey technology.*

## MARIEM AYADI,
### DATA SCIENTIST AT CREDIT SUISSE

**“So you think you know me?” - a Closer Look at Recommendation Systems**
1:10pm - 1:30pm, Use-Case Track

What do Netflix, Etsy, Amazon and Spotify have in common? They all seem to know (sometimes before *we* even do) the next thing you're interested in buying, listening to, watching...How do they know and how does it work? Answer: Recommendation Systems. This talk aims to demystify these algorithms. It will walk through different recommender techniques and break down the technical mystery into clear steps.

*Mariem's background is in computer science and engineering. She started her career as a software developer. She later discovered a passion for data science. At Credit Suisse, Mariem works on various data sets and her projects touch upon text mining, automation, sentiment analysis and recommendation systems. In addition to her day-to-day role, Mariem has a strong interest in tech for social good; she like to attend hackathons for non-profits. Mariem is also an advocate for getting more people into technology: she has previously created and taught Python and web programming workshops; she has also recently been featured in a book ("Her STEM Career") aimed at introducing girls to the STEM fields. (Non-tech) Fun facts: Mariem speaks 5 languages and lived in 3 continents.*

## JOHN CALHOUN,
### MACHINE LEARNING SEGMENT LEAD AT AWS

**Machine Learning Adoption Patterns**
1:30pm - 1:50pm, Use-Case Track

AWS - deep learning in media (meta data generation) most businesses are dealing with tabular data - the promises that have beeen made are not being fulfilled by deep learning.

*John Calhoun is an Amazon Web Services Solutions Architect on the public-sector partners team who specializes in machine learning. Before AWS, John was a mathematician who did research and education around machine learning. Now at AWS, he works closely with a wide variety of customers, helping them meet their missions by adopting and using machine learning.*

## PERRY BEAUMONT, PHD,
### HEAD OF DATA SCIENCE & ACTUARY SCIENCE AT THE DISTINGUISHED PROGRAMS GROUP

**Data Science Applications in the Insurance Industry: a Story about Use Cases**
1:50pm - 2:10pm, Use-Case Track

In this track, Perry Beaumont, Ph.D. (Head of Data Science & Actuary for Distinguished Programs, and Lecturer at Columbia University) will present particular ways that advanced data science applications are being used today to gain unique insights in insurance, with a particular focus on Property & Casualty. The discussion will include reference to geospatial analytics, cognitive AI, and future opportunities. Perry's presentation will be provided in a case study format, with references to particular industry applications.

*Perry serves as Head of Data & Actuarial Science at The Distinguished Programs Group, a national insurance program manager with specific expertise in Real Estate, Community Associations, Cultural Institutions and Hospitality & Restaurants. Perry is responsible for a variety of risk mitigation and revenue enhancement initiatives, and evaluating new opportunities. Perry has an extensive background in the insurance domain, especially as relates to developing and growing various lines of business. He has served as an executive with responsibility for managing teams that have consistently exceeded performance targets. Perry also enjoys sharing his expertise, and is a Lecturer at Columbia University. He has written highly regarded books on business topics, and is the author of a U.S. patent, as well as an assortment of articles and blogs.*

## YAEL ELMATAD,
### LEAD DATA SCIENTIST AT GIPHY

**Search at GIPHY: Staying on Top of the Zeitgeist**
2:10pm - 2:30pm, Use-Case Track

While on the outside GIPHY search may seem like a standard search problem, being on the top of the zeitgeist is an increasingly viral world is a constant challenge. GIPHY has devised ways to make sure their users are getting the most relevant search. Yael will share insights about the strategy and models that allow them to exploit known performant content while experimenting with potentially successful content.The goal is to ensure relevant content is surfaced to the end user while still exploring the space so that new and exciting content has a chance to propagate up towards the top of the page.

*Yael Elmatad is the Lead of the Search & Discovery Division at GIPHY. Prior to that, she spent 4 years at Tapad (a Marketing Technology company based in NYC, acquired by Telenor in 2016) as a Senior Data Scientist. Yael earned her undergraduate degree in Chemistry from NYU in 2006 and graduated as Valedictorian of the College of Arts and Sciences. She earned her Ph.D. from UC Berkeley in Theoretical Physical Chemistry in 2011.*

## JULIO FARFAN,
### ANALYTICS AND OPTIMIZATION LEAD AT VOLARIS

**Strategic Quick-wins Based on Data Driven Campaigns**
2:30pm - 2:50pm, Use-Case Track

Volaris is an ultra low-cost airline based in Mexico City. Being one of the largest airlines in the region, the company faces stiff competition from rival airlines looking to gain a foothold in the Americas. Volaris' website and mobile app, and products such as v.pass, are the main points of sales for tickets and ancillary purchases. By partitioning data projects into phases and streams of work, Volaris is taking data into quick-win actions to improve marketing campaigns and experiences across its digital channels. This talk is intended for business leaders, product owners and data scientists who are interested in analytics as applied to consumer finance products.

*Julio has over 7 years in digital analytics & testing. During last four, he has helped in Volaris transformation to a testing & data-driven culture. Nowadays, Julio's role at Volaris is bring analysis into personalized customer experiences across digital channels.*

## MARYAM JAHANSHAHI,
RESEARCH SCIENTIST AT TAPRECRUIT

### Using Data Science and Decision Science to Battle Biases and Bottlenecks in Recruiting
2:50pm - 3:10pm, Use-Case Track

In contrast to many other business functions, most companies typically approach hiring and talent management as an art relying on judgment and experience, rather than a science, relying on benchmarks and metrics. At TapRecruit, we interrogate these "common sense" judgments to see if they help or hurt hiring teams in competitive talent markets, especially for technology and data science roles.

My research group studies these hiring heuristics and in this talk, I will discuss counter-intuitive patterns that have significant impacts on hiring. Using case-studies of data science jobs I will demonstrate:
- How innocuous, commonly used words in job posts can significantly slow down hiring
- Adding more requirements often lowers applicant quality instead of raising it
- The most boring signals can sometimes be the most important in driving qualified applicants
- Your employee referrals could hurt instead of help the talent pipeline

Talent acquisition is a business imperative and can be a competitive advantage or disadvantage. This talk is targeted at data scientists and data-driven business professionals and focuses on tangible steps they can do to incorporate data-driven decision making when scaling technology teams.

*Maryam runs research at TapRecruit, a NY-based startup that is developing tools to implement evidence-based talent management. TapRecruit's research program integrate recent advances in NLP, data science and decision science to identify robust methods to reduce bias in talent decision-making and attract more qualified and diverse candidate pools. In a past life, Maryam was a cancer scientist where she researched how growing organs 'know' they've reached the right size. She is originally from Melbourne, Australia. Outside of work, she enjoys woodworking, and teaches laser cutting.*

## STEVE TOUW,
CTO AT IMMUTA

### Managing Algorithmic Risk
3:35pm - 3:55pm, Use-Case Track

As machine learning (ML) becomes increasingly important for businesses and data science teams alike, managing its risks is quickly becoming one of the biggest challenges to the technology's widespread adoption. In this talk we'll discuss some of these challenges, where your data science teams and organizations should focus their efforts, how to quantify risk, and mitigation strategies to reduce risk and increase the adoption of ML in your organization.

*Steve Touw is the cofounder and CTO of Immuta. Steve has a long history of designing large-scale geotemporal analytics across the US intelligence community, including some of the very first Hadoop analytics as well as frameworks to manage complex multitenant data policy controls. He and his cofounders at Immuta drew on this real-world experience to build a software product to make data experimentation easier. Previously, Steve was the CTO of 42Six Solutions (acquired by Computer Sciences Corporation), where he led a large big data services engineering team. Steve holds a BS in geography from the University of Maryland.*

## SCOTT BREITENOTHER,
FORMER VP OF DATA AND ANALYTICS AT CASPER

### Bring Stakeholders Closer to the Value, not the Data
3:55pm - 4:20pm, Use-Case Track

The first wave of cloud-based analytics infrastructure was about bringing users closer to the data. The theory was that greater data access led to better decision making. However, we ended up with overly complex (and hard to use) data warehouse and business intelligence tool implementations. Enter the current wave – a focus on moving users closer to the value. Scott Breitenother, former VP of Data & Analytics at Casper, discusses how today's Data teams focus on unlocking value, not just inundating stakeholders with data.

*Scott Breitenother is an investor and advisor who specializes in building data driven organizations. He was employee #16 at direct-to-consumer mattress startup Casper and founded the company's industry-leading Data & Analytics team. In a former life, Scott was a Management Consultant at L.E.K. Consulting (which is probably where he developed his love of frameworks and structure). He has a BS in Business Management from Babson College and a MSc in International Management from London School of Economics. When he's not blogging about analytics trends at LocallyOptimistic.com, you can find him walking around Brooklyn with his wife and daughter.*

## AZIZ LOOKMAN,
### CHIEF ANALYTICS OFFICER AT RATIONALAI

**Using Machine Learning for Enterprise Risk Management**
4:20pm - 4:40pm, Use-Case Track

ERM has traditionally been viewed as a regulatory function, disconnected from business strategy, with risk assessments conducted using a siloed approach and exposures measured using qualitative approaches. We discuss how we innovated to become a strategic advisor vs a "policeman". By combining expert knowledge and AI, we developed decision-support systems that provide business units with the tools to achieve their strategic goals and the transparency to expose their risks. We will also discuss how to build data-driven risk analytics capabilities that are repeatable and scalable across disparate business units.

*Aziz Lookman is the Chief Analytics Officer at RationalAi. He leads development of risk management solutions that integrate AI and economic insights. Previously, he was Chief Risk Officer for Amazon Lending's multi-billion dollar small business lending portfolio; advised financial institutions on credit risk litigation; formed an interdisciplinary team at AIG to improve underwriting of 1Bn+ of premiums, and quantified risk of asset-backed securities at Moody's, and a professor at Carnegie Mellon University. Aziz earned his Ph.D. in finance from Carnegie Mellon University and his B. Tech from the Indian Institute of Technology, Bombay.*

## MIHAELA NISTOR,
### HEAD OF ENTERPRISE RISK MANAGEMENT AT BLOOMBERG

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*Mihaela Nistor is the Head of the Enterprise Risk Management program at Bloomberg. She drives the technology innovation and program governance to manage the company's operational and strategic risk. Previously, Mihaela was the Chief Risk Officer for HSBC Private Banking for North America and Latin America, and held Compliance and Operational Risk leadership roles at HSBC and Citigroup. She has 30+ years of experience in the Technology and Financial Services sector. Mihaela holds a Master's in International Affairs from Columbia University, and is a graduate of the Harvard Business School General Management Program.*

## IAN STOKES-REES,
### PRINCIPAL ANALYTICS ENGINEER AT BCG GAMMA

**Building Cloud-native Enterprise Data Science Teams in the F500**
4:40pm - 5:05pm, Use-Case Track

Leading organizations today all have data scientists and analytics teams. A key challenge is establishing cross-functional teams that can collaboratively derive insights from data and move exploratory interactive analytics into automated production systems. Boston Consulting Group, founded on quantitative decision making, guides global F500 companies in the technical and organizational structures that will provide a foundation for agility, innovation, and competitive advantage. This talk will outline key strategies for building effective cloud-native analytics teams.

*Ian is a Principal Analytics Engineer at Boston Consulting Group. His focus is on delivery and deployment of top shelf analytics assets to BCG's clients. Ian has two decades of experience in large scale computational science and data analytics. He loves Python, which he first learned during his PhD at Oxford working on the computing infrastructure for one of the CERN particle physics experiments. Ian was privileged to be part of the early Anaconda team, spending five years spreading the word about Python for data science, and making Anaconda and Python the de facto language of open data science today. Between Oxford and Anaconda Ian also spent time developing distributed option pricing algorithms at INRIA in France, and novel protein structure discovery workflows at Harvard Medical School in Boston. Today he lives in the beautiful city of Syracuse, New York, with his family.*

# Thanks for joining us!

Hope to see you next year at

**EGG CONFERENCE NYC | 2019**

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