

Deming Forum
Data Analytics: Driving Decisions and Leadership











Date: May 3rd, 2016

Location: Columbia Campus (3022 Broadway, New York), Uris Hall, Room 142

Agenda:

07:30 - 07:55 AM	Breakfast	
07:55 - 08:00 AM	Nelson Fraiman	Welcome
08:00 - 09:30 AM	Omar Besbes	Business Analytics
09:45 - 12:30 PM	Costis Maglaras	Pricing and Revenue Management
12:30 - 12:35 PM	Glenn Hubbard	Dean's Remarks
12:35 - 01:45 PM	Lunch	
01:45 - 03:00 PM	Panel: Gene Blackstone, Jim DeMarco and Chris Drumgoole	Examples from Industry - Cleveland Clinic, FreshDirect and General Electric
03:15 - 04:15 PM	Adam Galinsky	Secrets to Great Leadership
04:30 - 05:30 PM	Paul O'Neill, Sam Palmisano	Conversation with Paul and Sam

Speakers:

	Nelson Fraiman Professor of Professional Practice at Columbia Business School and Director of W. Edwards Deming Center. His research interests include entrepreneurship and process improvement. His courses include "Operations Management" and "Technology and Operations Strategy".		Jim DeMarco VP, Business Intelligence & Analytics at FreshDirect. Jim has demonstrated success in leading media research, analytics and ad sales marketing insights teams at cross-platform publishing, e-commerce, and consumer research companies.
	Omar Besbes Associate Professor at Columbia Business School. His primary research is in the area of data-driven decision-making with a focus on applications in e-commerce, pricing, and revenue management, online advertising, operations management, and service systems. His courses include "Business Analytics" and "Analytics for Competitive Advantage".		Chris Drumgoole Vice President and Chief Technology Officer at GE. He currently leads GE's enterprise and industrial cloud strategy, as well as the company's infrastructure supporting the Industrial Internet of Things. Drumgoole is a longtime cloud expert and pioneer who most recently held the position of SVP, Global Operations
	Costis Maglaras Professor at Columbia Business School and Chair of the Decision, Risk & Operations division. His research focuses on quantitative pricing and revenue management, the economics, design, and operations of service systems, and financial engineering. His courses include: "Statistics" and "Pricing and Revenue Management".		Adam Galinsky Professor at Columbia Business School, and Chair of the Management division. His research and teaching focus on leadership, power, negotiations, decision-making, diversity, and ethics, and has received numerous national and international awards from the scientific community. His courses include "Lead: People, Teams, Organizations" and "Leadership Development".
	Glenn Hubbard Dean and Russell L. Carson Professor of Finance and Economics at Columbia Business School. He was named Dean on July 1, 2004. In the past, Hubbard was Deputy Assistant Secretary at the U.S. Department of the Treasury and chairman of the Council of Economic Advisors.		Paul O'Neill 72nd Secretary of the U.S. Treasury, serving from 2001-2002. He was also Chairman and CEO of Alcoa from 1987 to 1999, and retired as Chairman at the end of 2000. Prior to joining Alcoa, O'Neill was president of International Paper Company from 1985 to 1987. Mr. O'Neill is also a member of the Deming Center Advisory Board.
	Gene Blackstone, MD Full-time head of Clinical Investigations at the Sydell and Arnold Miller Family Heart & Vascular Institute at Cleveland Clinic, and staff member of the Department of Thoracic and Cardiovascular Surgery, Quantitative Health Sciences and Transplant Center.		Sam Palmisano Co-founder and Chairman of the Center for Global Enterprise; former Chairman, CEO and President of IBM, and 2010 Deming Cup winner. Under his leadership, IBM achieved record financial performance, transformed itself into a globally integrated enterprise and introduced its Smarter Planet agenda.