



**14<sup>th</sup> Annual  
MIT Chief Data Officer &  
Information Quality  
Symposium**



***Evolving Data Intelligence for  
Organizational Performance***

**July 21 – July 23, 2020**

11:00 AM - 12:00 PM

# AGENDA

## 14th Annual MIT CDOIQ Symposium

### Evolving Data Intelligence for Organizational Performance

Day 1 – Tuesday, July 21, 2020 8:00am – 5:00pm

Theme: Business Value for the C Suite

Massachusetts Institute of Technology – Stata Center – Building 32

7:30 – 8:30 am

**Registration & Continental Breakfast**

Ground Floor

8:30 – 10:00 am

**Session 1**

**Session 1A**

**Welcome and Opening Remarks**

Kirsch

8:30 –

**Richard Wang, Director, MIT CDOIQ Program**

Auditorium

9:00 am

**Symposium Co-Directors:** Robert Lutton and Elizabeth Albee

**Symposium Co-Chairs:** Jim Short, John Talburt, Dan Everett,

Mark Johnson, Paul Gillin, Sherry Seargent and Robert Abate

**Government Co-Chairs:** Mark E Krzysko, Melissa Bridges, Robert Audet,

**Supporting Team:** Gjertrud Djupvik

Valued Partners (We thank you!)

**MIT to Introduce Keynote:**

**Session 1B**

**Keynote Speaker:** Usama M. Fayyad | Chairman &

Kirsch

9:00 –

CEO | Open Insights

Auditorium

10:00 am

**Title:** The good, the hype, and the reality of making AI work in practice: It's all about the Data

*Abstract: Artificial Intelligence (AI) has been receiving a lot of hype as a magical solution for many difficult problems. Some have started to worry that AI would not only take over their jobs but also take over control of work and perhaps personal life. In the meantime, many businesses feel pressured that if they are not leveraging AI now, they may miss the boat on the next wave to digitization and business automation.*

*I have been invited by many executive teams and corporate boards, both public and private, to explain what parts of this technology are real, what parts are hype, and most importantly what they need to do in their business in the short and medium terms to make sure they are keeping up with the best technology practices globally. In this talk, I attempt to demystify most of these concerns by simply describing in reality what has worked and what has not. The main theme is that the technology can be extremely useful and powerful, but is nowhere near the hype associated with it. The main themes I will cover are:*

**A brief history of AI:** the fundamental challenges and why we are, and will be safe, from replacement by robots in the foreseeable future... This will help us to crystallize what has actually worked and why

**Winter is coming:** We are on the verge of a third AI winter. But this does not mean that we should ignore the parts of the technology that work. It turns out, while most of AI has failed (with some very notable exceptions), Machine learning (ML) is behind most of what has worked. This has major implications as most of ML algorithms succeeded not because of great algorithm design, but primarily because a lot more data became available.

**Data and Data Science are critical to making most of AI work.** We thus go into what the issues are in making data, especially BigData – which allows for the proper utilization of the majority of data in any organization (unstructured data).

*The CDO is Responsible for AI Working? In reality most CDO's do not understand this responsibility and many are not equipped to deal with it. This gap needs to be addressed properly if organizations are to benefit from their data assets.*

**Licensed to Analyze? :** The industry of Data Science is thus becoming super critical, yet we struggle to define roles, standards and an ability to scale and assess capabilities, We cover our industry initiative (IADSS) to bring standards and understanding to this space

*Despite all the hype, with the right Data in place, ML/AI are making their way into all kinds of business operations today as more companies explore how they can put their data to work. Among the most common reasons to apply ML to business processes is the ability of the technology to perform certain functions at scale, which would otherwise require significant amounts of time and resources. Data is the fuel that powers a machine learning solution and machine learning is the key to make most AI algorithms practical.*

# AGENDA

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10:00 – 10:15 am

**Break & Networking**

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10:15 – 11:15 am

**Session 2**

**Session 2A**

**Keynote Speaker:** TBD

10:15 –

11:15 am

**Title:** TBD

Kirsch  
Auditorium

***Abstract:*** TBD

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11:15 – 11:30 am

**Break & Networking**

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11:30 – 12:30 am

**Session 3**

**Session 3A**

**Speaker:** JoAnn Stonier | CDO | Mastercard

11:30 a.m. –

12:30 pm

**Title:** TBD

Kirsch  
Auditorium

***Abstract:*** TBD

# AGENDA

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**Session 3B**  
11:30 a.m. –  
12:30 pm

**Panelists:** TBD  
**Title:** TBD

Class Room

**Abstract:** TBD

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**Session 3C**  
11:30 a.m. –  
12:30 pm

**Moderator:** Robert J. Abate | CDMP, CBIP

**Panelists:**

Ameet Shetty | CDO | McDonalds Corporation  
Asif Mahammad Syed | Vice President Data Strategy | Hartford  
Steam Boiler  
Milind Kamkolkar | CDO | Cellarity  
Martha Dember | Data Management & Governance Thought  
Leader & DAMA Fellow (Retired)  
Andrea Gibbons | Deputy Chief Data Officer | Export-Import  
Bank of the United States

Class Room

**Title:** What Does It Mean To Be A Data Driven Company?

**Abstract:** *Traditionally, businesses utilized their resources, occupational instincts and Business Intelligence (past history) in order to understand performance. As data becomes more prolific, organizations are challenged with managing, governing and ethically utilizing the data along with advanced analytics and AI / Machine Learning to lead their organizations and drive business decisions. This panel will examine the challenges and opportunities for a Chief Data Officer to steer their business colleagues to becoming a data driven organization.*

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# AGENDA

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**Panelists:** PwC – Speaker TBD

Class Room

**Session 3D**

11:30 a.m. –  
12:30 p.m.

**Title:** TBD

**Abstract:** TBD

**Speaker:** Mark Krzysko | Principal Deputy Director |  
Enterprise Information | Acquisition Analytics and Policy

Class Room

**Session 3E**

9:00 –  
10:00 a.m.

**Title:** TBD

**Abstract:** TBD

# AGENDA

12:30 – 2:00 pm

**EXHIBITS, LUNCH, NETWORKING**

Ground Floor

2:00 – 3:00 pm

**Session 4**

**Session 4A**

2:00 –

3:00 pm

**Moderator:** Gartner Research Board Presentation

**Title:** TBD

Kirsch  
Auditorium

**Abstract:** *TBD*

**Session 4B**

2:00 –

3:00 pm

**Speakers:** Tom Dunlap | Chief Data Officer;  
Diane Schmidt | Global Director Data Governance,  
Quality, and Business Process

**Title:** Journey to Building a Mature Data Culture at the  
London Stock Exchange

Class Room

**Abstract:** *TBD*

**Session 4C**

2:00 –

3:00 pm

**Moderator:** Henna Karna | Chief Data Officer |  
Managing Director | AXA XL

**Panelists:** TBD

Class Room

**Abstract:** *TBD* **Title:** TBD

# AGENDA

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## Session 4D

2:00 –  
3:00 pm

**Speaker:** Fusion Alliance

Class Room

**Title:** TBD

**Abstract:** TBD

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## Session 4E

2:00 –  
3:00 pm

**Speaker:** Donna Cotton | US Air Force SEEK EAGLE Office (AFSEO)

Class Room

**Title:** Exposing Engineering Data as a Strategic Asset

**Abstract:** The Air Force SEEK EAGLE Office (AFSEO) has developed a new data lake architecture and applications that combine historical data, machine learning, and modern big data technology to accelerate complicated engineering analyses. Before a new store (weapon, fuel tank, etc.) is mounted on an aircraft, AFSEO is responsible for setting safe limits for flight for that store and determining the unsafe ways in which different stores can interact. Doing so requires complicated engineering analyses and tests (flight, wind tunnel, etc.) led by PhD level engineers. As AFSEO surpasses 50+ years of accumulated data, the promise of finding, using, and synthesizing previously approved analyses rather than building a new analysis from scratch is too large to ignore. The data lake addresses this problem in two ways. First, a custom data catalog has been built that tags all files with relevant metadata and then makes them searchable and filterable through a web-based UI. This is enabled by a Dell EMC multiprotocol Isilon storage solution that simultaneously serves files to all operating systems based on users' roles through SMB/NFS protocols and to the Cloudera based data lake as HDFS. The custom data catalog UI is hosted and served directly by Solr, offering a number of advantages. Second, a custom application built on Tamr machine learning searches historical documents for relevant antecedents, and in some cases, can create a "by analogy" certification without human intervention. Both efforts help engineers certify new stores and capabilities with the agility required to support the modern-day US Air Force.

# AGENDA

3:00 – 3:30 pm

**Break & Networking**

3:30 – 4:30 pm

**Session 5**

**Session 5A**

3:30 –

4:30 pm

**Moderator:** Randy Bean | CEO/Founder | NewVantage Partners and Industry Columnist

**Panelists:**

Bob Darin | Chief Data & Analytics Officer | CVS Health  
Krishna Cheriath | Bristol-Myers Squibb | Chief Data Officer  
JoAnn Stonier | Mastercard | EVP/Chief Data Officer  
Danielle Crop | Chief Data Officer | American Express  
Richard Goldberg | Managing Director & Chief Data Officer | Bank of China, USA

Kirsch  
Auditorium

**Title:** Ensuring Success in the Chief Data Officer Role

**Abstract:** *According to NewVantage Partners recently published CDAO survey, firms continue to struggle with the role and function of the Chief Data Officer (CDO/CDAO)– 72.1% of firms report that the CDO/CDAO function remains an unsettled role, while only 27.9% describe the role as being successful and established. In this session, we bring together a cross-section of leading industry Chief Data Officers to discuss the challenges and opportunities inherent in the CDO role, and learn how organizations can avoid common pitfalls and increase their probabilities for success.*

**Session 5B**

3:30 –

4:30 pm

**Speaker:** Krouger Speaker to be named

**Title:** TBD

Class Room

**Abstract:** *TBD*



# AGENDA

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## Session 5C

3:30 –  
4:30 pm

**Moderator:** Mark Ramsey | Managing Partner | Ramsey International, LLC

[Class Room](#)

**Panelists:**

**Title:** The Good, the Bad and the Ugly: Comparing modern data & analytics to the 1960's Spaghetti Western

**Abstract:** *The journey of an organization to deliver enterprise data & analytics has many similarities to the plot of what is now considered one of the greatest and most influential Western movies. The movie plot focused on gunslingers competing to find fortune in a cache of buried gold, amid the chaos of the Civil War – doesn't that sound painfully similar to an organization's quest to find fortune in a cache of buried data, amid the chaos across the business? Mark will share his approach to avoid the Bad and the Ugly to reach the fortune in buried data and drive a successful (Good) outcome.*

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## Session 5D

3:30 –  
4:30 pm

**Speakers:** Deloitte

**Title:** TBD

[Class Room](#)

**Abstract:** TBD

**Session 5E**  
3:30 –  
4:30 pm

**Speakers:** Michael Conlin | Chief Data Officer, US  
Department of Defense | The Pentagon

[Class Room](#)

**Title:** New Data Frontiers for the DoD – what a difference  
a year makes

**Abstract:** Mr. Conlin is the first Chief Data Officer for the US Department of Defense (DoD). In the 2019 Symposium, Conlin discussed the data challenges faced by the DoD as well as the transformations he was guiding the Department through. This year Conlin will discuss the Department's progress and new challenges.

# AGENDA

4:35 – 6:00 pm

Sessions 6 & 7 – Partners: Industry Solutions: Use Case

**Session 6A**

4:35 –  
5:15 pm

**Partner:** Caserta

**Speaker:** Joe Caserta | CEO | Caserta

**Title:** TBD

Kirsch  
Auditorium

**Abstract:** TBD

**Session 7A**

5:20 –  
6:00pm

**Partner:** ThoughtSpot

**Speakers:** TBD

**Title:** TBD

Kirsch  
Auditorium

**Abstract:** TBD

# AGENDA

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**Session 6B**

4:35 –  
5:15 pm

**Partner:** Data Kitchen

**Speaker:** TBD

Class Room

**Title:** TBD

**Abstract:** *TBD*

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**Session 7B**

5:20 –  
6:00 pm

**Partner:** Okera

**Speaker:** TBD

Class Room

**Title:** TBD

**Abstract:** TBD

# AGENDA

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**Session 6C**

4:35 –  
5:15 pm

**Partner:** TBD  
**Speaker:** TBD

**Title:** TBD

Class Room

***Abstract:*** TBD

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**Session 7C**

5:20 –  
6:00 pm

**Partner:** Qlik  
**Speaker:** TBD

**Title:** TBD

Class Room

***Abstract:*** TBD

# AGENDA

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**Session 6D**

4:35 –  
5:15 pm

**Partner:** Gavroshe

**Speakers:** TBD

**Title:** TBD

Class Room

***Abstract:*** TBD

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**Session 7D**

5:20 –  
6:00 pm

**Partner:** AlyData

**Speaker:** TBD

**Title:** TBD

Class Room

***Abstract:*** TBD

# AGENDA

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**Session 6E**

4:35 –  
5:15 pm

**Partner:** PiLog  
**Speakers:** TBD

**Title:** TBD

Class Room

***Abstract:*** TBD

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**Session 7E**

5:20 –  
6:00 pm

**Partner:** Alation  
**Speaker:** TBD

**Title:** TBD

Class Room

***Abstract:*** TBD

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6:00 – 8:00 p.m.

**End of Day 1**  
Reception: Meet the Valued Partners & Networking

Ground Floor

# AGENDA

*Day 2 – Wednesday, July 22, 2020 8:00am – 5:00pm*  
*Theme: Best Practices on Data Governance & Quality*  
*Massachusetts Institute of Technology – Stata Center*

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8:00 – 8:50 am	<b>Registration &amp; Continental Breakfast</b>	Ground Floor
8:50 – 10:00 am	<b>Session 8 – Welcome Back</b>	Kirsch Auditorium
<b>Session 8B</b> 9:00 – 10:00 am	<b>Keynote Speaker:</b> PwC Panel of CDO's to be announced  <b>Title:</b> <u>TBD</u>	Kirsch Auditorium
<b>Abstract:</b> <i>TBD</i>		

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10:00 – 10:15 am	<b>Break &amp; Networking</b>	
10:15 – 11:15 am	<b>Session 9</b>	
<b>Session 9A</b> 10:15 – 11:15 am	<b>Keynote Speaker:</b> Deloitte – Women in Data Panel  <b>Title:</b> <u>TBD</u>	Kirsch Auditorium
<b>Abstract:</b> <i>TBD</i>		



# AGENDA

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11:15 – 11:30 am

**Break & Networking**

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11:30 – 12:30 am

**Session 10**

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**Session 10A**

**Speaker:** Dr. Michael Stonebraker

Kirsch

~~11:30 am~~ –

Auditorium

12:30 pm

**Title:** TBD

**Abstract:** *TBD*

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**Session 10B**

**Speakers:** Sandhill Consultants

Class Room

~~11:30 am~~ –

12:30 pm

**Title:** TBD

**Abstract:** *TBD*

# AGENDA

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## Session 10C

11:30 am –

12:30 pm

**Panelists:** Eileen Vidrine | Chief Data Officer | UA Air Force

Class Room

**Title:** Leveraging Data as a Strategic Asset

**Abstract:** *The Air Force Chief Data Office (SAF/CO) was established in September 2017 to drive data strategy and lead data culture in the Air Force. As the catalyst that makes Air Force data visible, accessible, understandable, linked, and trusted (VAULT), SAF/CO is guiding the strategic and tactical actions necessary to move the Air Force towards becoming a data-driven organization. SAF/CO is a disruptive force in an already mature organization. By increasing data-use and literacy to improve the efficiency and effectiveness of decisions, readiness, mission operations, and cybersecurity, we are changing the culture of the Air Force to be a more collaborative organization. The Air Force is facing an ever-more disruptive battlefield (i.e., information warfare, malicious cyber activity, and political information subversion) and to combat these threats, we need rapid advancements in our data. To ensure we have the big data in place necessary to support AI autonomy, we need to take existing data stovepipes and change the culture toward visible and accessible data while still allowing for security and appropriate access to that data. Air Force Data must be viewed as a strategic asset that is managed by data professionals as well as program managers and executives. Agencies must understand and educate employees on the value of data, the importance of data quality, and how to transform the way they do business. A data-driven organization requires disparate data to be visible, accessible, understandable, linked, and trusted (VAULT). As such, SAF/CO is building a system in which users can securely store, access, share, and work with VAULT data in support of the Air Force's mission and operations. The VAULT Data Platform, as it's known, enables analytics partnerships between AF users and allows functional communities to use the state-of-the-art analytical tools they need to solve the AF's toughest data-related challenges. SAF/CO is building a data-driven culture one use case at a time. Our use case driven approach leverages data and applied analytics to solve problems and drive mission innovation across the AF. This presentation highlights three key efforts of the Air Force Chief Data Office: (1) Operationalizing data for the Air Force we need, today and tomorrow; (2) Addressing the current state of data by strengthening partnerships within the Department of Defense, with industry, academia, and the Federal Government; and (3) Developing standards and guidance to promote data sharing, interoperability, and integration.*

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## Session 10D

11:30 am –

12:30 pm

**Speakers:** Privacy Analytics

Class Room

**Title:** TBD

**Abstract:** *TBD*

# AGENDA

**Session 10E** **Speaker:** Ed Kelly | Chief Data Officer | State of Texas  
Panelists: Class Room  
11:30 am – Adita Karkera | Deputy Chief Data Officer | State of Arkansas  
12:30 pm Poonam Soans | Chief Data Officer & Director of Application  
Development | State of New Jersey  
Kathryn Helms | Chief Data Officer | State of Oregon

**Title:** The Public Sector CDO Journey, changing the tires at 90 MPH!

**Abstract:** *This executive panel session will provide an opportunity to hear from the offices of several state CDOs including Arkansas, New Jersey, Oregon, and Texas. The discussion will include how each state developed, or is developing, their program. Given the pressure to keep up with the pace of change, the panel will also share the challenges they faced and those they have overcome, best practices, and what they feel is the future for their individual state data management programs.*

12:30 – 2:00 pm **EXHIBITS, LUNCH, NETWORKING** Ground Floor

2:00 – 3:00 pm **Session 11**

**Session 11A** **Speaker:** 汤明博士, 中电建路桥集团董事长、中国公路协会 Kirsch Auditorium  
副理事长 / Dr. Ming Tang, Chairman of CLP Road & Bridge  
Group, Vice Chairman of China Highway Association

**Title:** 人·中国·大数据 / People, China and Big Data

**Abstract:** TBD

# AGENDA

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**Session 11B**     **Speaker:** Dr. Aleksandar Velkoski | Director, Data Science, IT | National Association of REALTORS

Class Room

2:00 –

3:00 pm

**Title:** TBD

**Abstract:** *TBD*

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**Session 11C**     **Speakers:** Fusion Alliance Panel

Class Room

2:00 –

3:00 pm

**Title:** TBD

**Abstract:** *TBD*

# AGENDA

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## Session 11D

**Speakers:** TBD

Class Room

2:00 –

3:00 pm

**Title:** TBD

**Abstract:** *TBD*

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## Session 11E

**Moderator:** Bob Audet | Director, Advanced Solutions | Guidehouse

Class Room

2:00 –

3:00 pm

**Panelists:**

Michael Conlin | DOD CDO

Dr. Matthew Graviss | Chief Data Officer, USCIS

Mike Kraemer | Chief Data Officer | Fed Reserve Board

**Title:** Success stories and lessons learned in navigating the evolving data landscape in the federal market

**Abstract:** *Federal Chief Data Officers (CDO) and Data Leaders are faced with a myriad of internal and external forces increasing the importance of data in driving mission activities. Navigating the evolving data landscape is placing a greater need on federal agencies to become more data-driven. The growth of more rapid and complex data analyses to drive policy making and mission activities, coupled with compliance of new federal data requirements such as the Foundations of Evidence-based Policymaking Act and the Federal Data Strategy, has resulted in a flurry of data-focused activities across the federal government. This session will explore success stories and lessons learned in navigating this complex landscape from a panel of distinguished federal CDOs.*

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3:00 – 3:30 am

**Coffee Break & Networking**

# AGENDA

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3:30 – 4:30 pm

Session 12

**Session 12A**

**Partner:** Douglas Laney | Principal, Data & Analytics Strategy | Caserta

Kirsch Auditorium

3:30 –  
4:30 pm

**Title:** The Difference a CDO Makes

**Abstract:** *The need for an executive responsible for an organization's information assets today may seem obvious. But some organizations still struggle with making a business case for the role. And even existing CDOs can be confounded about how to formally justify their existence. This session will share eye-popping findings and analyses from Caserta's study of hundreds of organizations with and without a CDO.*

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**Session 12B**

**Speaker:** Stewart Bond | Senior Analyst | IDC

Class Room

3:30 –  
4:30 p.m.

**Title:** Data Enablement in the Digital Economy

**Sub-Title:** Turning data governance upside down to gain buy-in, improve data utilization, quality and business outcomes.

**Abstract:** *Struggling to get buy-in for data governance? Data governance is control, but control can prohibit data utilization and diminish data immediacy. However, in today's digital economy where data is the lifeblood of business models, managed across hybrid data environments within the constraints of complex regional regulations, data governance is no longer optional. As an organizational discipline, data governance requires buy-in from every person that works with data, and the list of roles that use data continues to grow. Getting buy-in requires changing people's mindset: rather than data governance being about controlling data access and utilization, it should be about getting the right data to the right resource at the best time, in a trustworthy manner, and for the right reasons: this is Data Enablement. This session will leverage IDC quantitative and qualitative research to present the benefits of data enablement, highlight relationships between messaging and organizational buy-in, data quality and data governance, and how data intelligence has been used in the implementation and measurement of data enablement success.*

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# AGENDA

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## Session 12C

3:30 –  
4:30 pm

**Moderator:** TAMR

**Panelists:**

**Title:** TBD

Class Room

**Abstract:** *TBD*

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## Session 12D

3:30 –  
4:30 pm

**Speaker:** Informatica

**Title:** TBD

Class Room

**Abstract:** *TBD*

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# AGENDA

Class Room

## Session 12E

3:30 –  
4:30 pm

**Moderator:** Lars Toomre | CEO, BRC FinTech Corporation | Managing Partner, Brass Rat Capital LLC

**Panelists:**  
Richard Soley | Chairman & CEO | Object Management Group, Inc.  
Richard Robinson | Industry Relations and Open Symbology Strategy Executive | Bloomberg LP

**Title:** Digital Transformation of Regulation through Open Standards

**Abstract:** TBD

4:35 – 5:35 pm

## Session 13

### Session 13A

4:35 –  
5:35 pm

**Speakers:** Dr. Shivaji Dasgupta | CDO and head of AI and Analytics | Deutsche Bank

Kirsch  
Auditorium

**Title:** Data Strategy and Artificial Intelligence in Banking

**Abstract:** AI and Data are changing the banking landscape. This has been established over the last couple of years.

Deutsche Bank has started on the data-driven journey with a self-defined data strategy that encompasses the regulatory requirements, but also includes elements for implementation of AI with external streaming data. This has been incorporated in multiple use-cases such as consumer financing. Also, cooperation with start-ups on few AI use-cases are ongoing, such as transaction-based prediction. Additionally, 3rd parties can also



# AGENDA

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4:35 – 5:35 pm

Session 14

## Session 13B

4:35 – 5:35 pm

**Speakers:** Della Shea | Vice President | Privacy & Data Governance | CPO & Ido Bigger | Chief Data Officer | EL AI  
**Title:** TBD

Kirsch  
Auditorium

**Abstract:** TBD

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## Session 13C

4:35 – 5:35 pm

**Speakers:** Lindy Kresl | President | Tecnologia, Inc

Class Room

**Title:** Vitamin D for Data Governance - How data governance can help sustain data health

**Abstract:** *This presentation gives practical experience in the implementation of a business data dictionary aka metadata repository to realize true Data Governance that is fit for any business. A main component of this presentation will be discussing the link between data governance policies and data requirements. Basically a data requirement specifies the data that needs to be collected to verify that a policy is being followed. This session will outline how all business rules, regulations and policies are instantiated through data requirements that specify what data will be used to measure compliance. A key component will demonstrate how to build a business data dictionary that integrates metadata from disparate systems into a central dictionary and offers search, lineage, impact analysis, and reporting capabilities for enhanced understanding of your organization's data environment. The business data dictionary provides rapid identification and location of data, while the impact analysis enables how a dictionary supports data requirements that drive data governance.*

# AGENDA

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## Session 13D

**Speaker:** KPMG

Class Room

4:35 – 5:35 pm

**Title:** TBD

**Abstract:** *TBD*

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## Session 13E

**Speakers:** Dr. Prashanth Southeikal | Managing Principal | DBP-Institute

Class Room

4:35 – 5:35 pm

5:35 pm

**Title:** Ten Key Analytics Best Practices for Business Results

**Abstract:** *Today many businesses are challenged in transforming their data into insights. In January of 2019, Gartner reported that over 80% of analytics solutions did not deliver business results. To avoid analytics failures, organizations are looking for best analytics practices that offer prescriptive, superior, and reusable guidance so that analytics solutions can be deployed successfully. My talk will provide 10 key enterprise data analytics best practices across the four domains of the enterprise analytics: Data Management, Data Engineering, Data Science, and Data Monetization. These ten best practices offer practical guidance in a technologically agnostic manner on what YOU can do to successfully deliver analytics initiatives in your company.*

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5:35 – 7:00 pm

## End of Day 2

Ground Floor

Wine & Cheese Reception: Meet the Sponsors & Networking

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# AGENDA

Day 3 – Thursday, July 23, 2020 8:00 am – 12:00 pm

Theme: *Leading Edge Technology*

Massachusetts Institute of Technology – Stata Center

8:00 – 9:00 am

**Continental Breakfast**

Ground Floor

9:00 – 10:30 am

**Session 14 – Welcome Back**

**Session 14B**

9:05 –

10:30 am

**Keynote Speaker:** Paul Walsh | Global Director,  
Consumer Weather Strategy | IBM

Kirsch  
Auditorium

**Title:** Rethinking Weather: The Resilience Imperative and the Power of Data

**Abstract:** *In a time of increasing weather chaos, weather data is empowering companies, saving ecosystems, protecting communities, engaging consumers, and informing investors to build a more resilient world.*

*In this presentation, Paul discusses how companies / governments are leveraging AI, weather data and media technologies to rethink how they adapt and respond to the increasing impact of weather on consumers and communities and in doing so, are creating more profitable and resilient enterprises.*

10:30 – 10:40 am

**Break & Networking**

10:40 – 11:40 am

**Session 15**

**Session 15A**

10:40 –

11:40 am

**Speaker:** Dinakar Deshmukh | VP – Data Science &  
Analytics | GE Aviation

Kirsch  
Auditorium

**Title:** TBD

**Abstract:** *TBD*

# AGENDA

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**Session 15B**

10:40 –

11:40 am

**Speaker:** Chintan Shah, Vice President of Data Science & Analytics, Hyla

Kirsch Auditorium

**Title:** Data Monetization: Data Productization to Artificial Intelligence

**Abstract:** *Hyla is a data and analytics leader providing insights into mobile device secondary market through its Device IQ platform. Device IQ platform is extensively used by Hyla's customers that includes Tier 1 carriers, mobile device OEMs and big retailers to manage reverse logistics of the mobile device flow. Hyla's data is constantly featured on all major news and media outlets like Wall street Journal, Forbes, etc.*

*Hyla ventured on its journey to monetize its data assets in 2015 and have since built products that utilize its data along with newer technologies like Machine learning and Artificial Intelligence. Hyla's risk management solutions along with predictive models and routing solutions guide our customers to the best path for each device in its reverse logistics journey.*

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**Session 15C**

10:40 –

11:40 am

**Speaker:** TBD

Class Room

**Title:** TBD

**Abstract:** *TBD*

# AGENDA

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**Session 15D**

10:40 –  
11:40 am

**Speaker:** TBD

**Title:** TBD

Class Room

**Abstract:** *TBD*

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**Session 15E**

10:40 –  
11:40 am

**Speaker:** TBD

**Title:** TBD

Class Room

**Abstract:** *TBD*

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## Session 16

**Session 16**

11:45 –  
12:00 pm

**Town Hall Meeting and Concluding Remarks**

**Robert Lutton** – MIT CDOIQ Symposium Co-Director  
**Arka Mukherjee** – Chief Executive Officer, Global IDs  
**Mark Johnson** – Strategic Data Management and  
Analytics Executive Leader, Fusion Alliance

Kirsch  
Auditorium

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**END OF SYMPOSIUM**

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