



INFORMS Roundtable Summer Meeting Agenda

Running an OR/Analytics Group

July 20-21, 2014

Colony Hotel, 140 Ocean Avenue, Kennebunkport, ME 04046

800-552-2363

Sunday, July 20

1:30 PM **Outing: Walking Tour of Kennebunkport** **'White Columns' Museum**

Offered by the Kennebunkport Historical Society, Guided Village Walking Tours of historic Kennebunkport are offered from July through Columbus Day and leave from White Columns at 8 Maine Street Kennebunkport. Tour lasts approximately 1 hour and involves about 1 mile with some hills. Van transportation to and from the Museum will depart the hotel lobby at 2:00 and return around 4:00.

5:00 PM **Reception** **Ocean Garden**

6:00 PM **Roundtable Meeting Kickoff and Introductions** **Ballroom**

6:15PM **Keynote Talk** **Ballroom**

Using a Quantitative Approach to Build a Strong Analytic Bench

Many innovative businesses and IT organizations appreciate the competitive advantage analytics capabilities provide. They have ambitions of reaching increased levels of analytics maturity to deliver strong ROI to their businesses.

However, the well-documented shortage of analytic talent, combined with the enigma of what an analytics professional really is, leaves many firms without a strong analytic talent bench. Compounding the challenge is a lack of information about how to build teams of analytics professionals that can deliver on the challenge of increasing their businesses analytic maturity.

In this presentation, Greta Roberts will discuss results from a major Study of Analytics Professionals that crosses industries, experience and skills. Practical insights shared include key best practices, trends and correlations that lend

unexpected insight into using analytics to build a strong and scalable analytic talent bench.

Greta Roberts, Talent Analytics

As Co-founder and CEO, Greta is responsible for charting predictive analytics approaches and a software platform to help employers solve employee performance challenges. In addition to her role as CEO, she has been elected as The Program Chair for Predictive Analytics World / for Workforce and continues as a Faculty Member of the International Institute for Analytics.

Greta is a sought-out international thought leader, presenter, and author. She has been a multi-year presenter at Predictive Analytics World (PAW), the ADMA Global Forum in Sydney, Australia, the INFORMS Analytics Conference, the SAS Analytics Conference & SAP Sapphire Now. In addition to speaking, she is often quoted in the press in a variety of influential business publications.

7:15 PM *Dinner -- Goat's Island Lobster Bake* *Ballroom*

9:00 PM *Adjourn*

Monday, July 21

7:30 AM *Continental Breakfast* *Porch Dining Room*

8:30 AM *Further Roundtable Orientation and Introductions* *Ballroom*

Jeff Winters, UPS

9:00 AM *Session 1: Organizing and Leveraging OR/Analytics*

John Gunckel, FedEx; John Ginder, Ford Motor Company

Part 1: Survey results

We will present and review the results of our Organizing and Running an OR/Analytics Organization online survey, focusing first on organizing OR/Analytics teams and realizing the benefits of analytics.

9:15 AM *Part 2: Why Doesn't Management Listen to Us? Breaking Through the C-Suite* *Ballroom*

The challenge of every analytical professional is translating models into insights that are truly acted on. The days of management using models to simply confirm decisions are past for leading companies. The transformation requires analysts to transform from viewing themselves as model developers to analytical general

managers that understand barriers behind implementing and driving value in every engagement. In this discussion, we will discuss approaches to transforming your analytics organization from back-office thought leaders into C-Suite ROI generators.

David Dittman, P&G

David Dittmann is the Associate Director Business Intelligence Analytics for Procter & Gamble's Global Business Services organization. He is responsible for the Analytics organizations spanning across P&G's Global Business Units along with the Global Product Supply Analytics Organization and Advanced Analytics Organizations. With more than 15 years of experience at P&G, David's career has focused on leveraging Analytics into P&G's Marketing, Product Supply and Customer Business Development organizations. Before moving into his current role, David had responsibility for Business Intelligence & Analytics for Asia while based in Singapore. He holds a Bachelor of Science in Industrial & Systems Engineering and a Master of Science in Operations Research & Engineering Management, both from The Ohio State University. He currently lives in Cincinnati, Ohio with his wife Shannon and three kids Nathan, Abigail and Alyssa.

9:45 AM **Session 2: Data, Tools, and Working with IT**

Part 1: Survey Results

Ballroom

10:00 AM **Part 2: Closing the IT-Analytics Gap**

Ballroom

Analytics delivery often, if not always, involves data, sometimes a lot of it. Traditionally, data reside in technology shops of organizations, either in relational databases or recent storage technology like cloud, data lakes or similar infrastructure, which constitute the platform. The algorithms however are often stemmed from business units and associated needs. Delivering analytical services requires a clear understanding of what analytics is, how it relates to other capabilities, stakeholders, and enterprise platform activities. Successful analytics implementations blend data, platform and algorithms effectively, despite that sometimes the owners can be different. This session attempts to highlight the traditional differences, perhaps offer conflicting views, but aims at focusing on the opportunity of merging IT and Analytics. Expect discussion, even friendly disagreement during this session! INFORMS is very engaged in this topic through CAP and the new Analytic Maturity Model programs. Outcome of our discussion can help further advance those valuable programs.

Cenk Tunasar, Booz Allen

Dr. Tunasar is a Principal in Booz Allen Hamilton's Strategic Innovation Group leading a capability focused team in Operations research, Modeling and Data Intelligence including statistics, predictive modeling and related data analytics. His expertise includes the development of federation of decision support tools for mission and operational support. He leverages advanced analytics to classify, analyze and solve

complex problems. His delivery focus is civil sector including financial services, travel and transportation industries. He and his team won 2012 Innovation in Analytics award given by INFORMS for their work for helping DHS use large data effectively in decision making through a federation of analytics models.

10:30 AM **Break**

11:00 AM **Part 3: Breakout Discussions** **Ballroom**

Attendees will be invited to break out, discuss, and report back on these or other topics: 1) Connecting and organizing analytics groups; 2) Realizing the benefits of analytics; 3) Obtaining and using data; 4) Working with IT; 5) Models and analyses: build vs. buy.

12:00 **Lunch** **Porch Dining Room**

1:00 PM **Session 3: Building Relationships**

Part 1: Survey Results **Ballroom**

1:15 PM **Part 2: Working with the Business** **Ballroom**

Working with the business: Taking an idea and creating a solution is not easy task. It requires clean data, innovative analytics, and good business intuition being applied to a system of people, processes, and tools. At Con-way we have some helpful frameworks that we use to partner with the business and create sophisticated systems that are simple to use. This talk will focus on these frameworks, how we use them to provide thought leadership, design decisions support tools, and keep the business engaged.

Brendt Reif, Con-Way Freight

Brendt Reif leads a small group tasked with bringing decision support tools to production. His team is tasked with providing analytical support and thought leadership across all Con-way freights departments from data mining to optimization and artificial intelligence. Brendt received a B.S. degree in Mechanical and Applied Engineering from Michigan State University and a MBA from the University of Texas – Austin.

1:45 PM **Part 3: Building Cohesion in Distributed Analytics Teams** **Ballroom**

Analytics and operations research is used widely across Ford operations to run the business, inform decisions, and determine strategy. Over the years, many Ford organizations -- including Ford Credit, Marketing and Sales, Finance, and Manufacturing -- developed analytics activities to meet specific organizational needs. Impetus to enhance the communication and coupling between these distributed functions and activities was provided both by the 'ONE Ford' strategy as

well as by grass-roots efforts. This talk will highlight some of the tools we have used, including leadership groups, user forums, workshops, and internal conferences, to build cohesion between these teams.

John Ginder, Ford Motor Company

John Ginder joined Ford as a Research Scientist in 1990, leading activities on 'smart' materials, nanomaterials, and transportation energy before transitioning to a management role. He currently is Manager of the Systems Analytics and Environmental Sciences department in Ford Research and Advanced Engineering in Dearborn, Michigan, specializing in operations research, predictive analytics, data and text mining, and environmental science. He received a B.S. degree in Physics from Rensselaer Polytechnic Institute and M.S. and Ph.D. degrees in Physics from The Ohio State University.

2:15 PM	Part 4: Breakout Discussions	Ballroom
	Attendees will be invited to break out, discuss, and report back on these or other topics: 1) Working with business partners; 2) Building analytics collaborations and teams.	
3:15 PM	Refreshment Break	Ballroom
3:45 PM	Session 4: Wrapup	Ballroom
	Roundtable Business Meeting	
	Summer Retreat Meeting Feedback	
4:45 PM	Meeting Adjourned	
7:00 PM	Informal Networking Dinner – Sunset Barbeque	Porch Dining Room