FLORIDA BUSINESS ANALYTICS FORUM

A free, day-long forum for business leaders and professionals who want to harness the power of data.

Presented by the SunTrust Foundation, USF Muma College of Business and the Center for Analytics and Creativity

MAY 14, 2019

SunTrust FOUNDATION

USF Muma COLLEGE OF BUSINESS

On the surface, artificial intelligence is a way to help humankind reach new levels of existence, enhance healthcare, facilitate leaps in technology and even bump the marketing of products and services to a more sophisticated level.

Experts in the fields of mobile analytics, artificial intelligence and dark web cybersecurity will join us at the third annual Florida Business Analytics Forum, which is coming back to the University of South Florida. Experts are coming from as far away as Massachusetts, Arizona and California to take part in the third-annual Florida Business Analytics Conference.

The field of academic specialists will deliver keynote speeches as well as participate in panel discussions on cutting-edge topics that range from cybersecurity and threats to computational policy to analytics as it relates to fake news and health care.

How do you harness all that data to make ground-breaking, revenue-busting decisions? How do you envision your organization's future in this new data-rich world?

Several hundred are expected to attend the SunTrust Foundation co-sponsored event, which has become a signature event of the USF Muma College of Business' Center for Analytics and Creativity. The event will take place in the ballroom of the USF Marshall Student Center.

PARTIAL SPEAKER LINE-UP
SEE FULL LINE-UP AND BIOS INSIDE
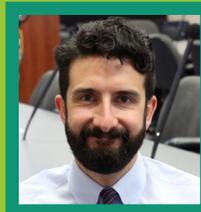
ALEX CHOHLAS-WOOD, deputy director of the Stanford Computational Policy Lab at Stanford University, will talk about analytics for policy and social good. He is the former director of analytics for New York Police Dept.

HSINCHUN CHEN is the director of the University of Arizona's Artificial Intelligence Lab. He will share insights on cybersecurity analytics and the dark web, one of the biggest challanges facing businesses.
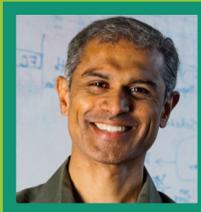
HARI BALAKRISHNAN, a professor of computer science at the Massachusetts Institute of Technology who conducts research into networked computer systems, will discuss on mobile analytics in insurance.

Learn more at usf.edu\floridaanalytics

SPEAKER LINE-UP

The USF Muma College of Business is excited to announce one of the most inspiring and idea-generating analytics events ever in our region. An event that features pioneering speakers who have lived and thrived in the analytics workspace, the Florida Business Analytics Forum features innovators that made the analytics field what it is, leaders who shaped major advances in the field.

ALEX CHOHLAS-WOOD — DRIVING SOCIAL IMPACT THROUGH TECHNICAL INNOVATION

Alex Chohlas-Wood is the deputy director of the Stanford Computational Policy Lab. Chohlas-Wood has led the development of data-driven tools at Fortune 500 companies and large public agencies, focusing on interventions that improve public safety and compliance. He has worked in both the private and public sector, recently serving as the director of analytics for the New York Police Department. Chohlas-Wood earned a master's degree from New York University and a bachelor's associate from Carleton College. Additionally, he "graduated with honors" from Tom Sachs Studio in New York City.

About His Talk: Data science has transformed commerce and industry. Can government make similar advances using data science and analytics? In this talk, Chohlas-Wood will discuss select projects from the NYPD and the Stanford Computational Policy Lab that highlight the potential for modern data-driven governance.

HSINCHUN CHEN — AI AND CYBERSECURITY: EXPLORING THE DARK WEB

Hsinchun Chen is the University of Arizona Regents' Professor and Thomas R. Brown Chair Professor in Management and Technology. Chen served as the lead program director of the Smart and Connected Program at the National Science Foundation in 2014-2015. He is author/editor of 20 books, 300 SCI journal articles, and 200 refereed conference articles covering digital library, data/text/web mining, business analytics, security informatics, and health informatics. Chen founded the Artificial Intelligence Lab at the University of Arizona in 1989, which has received more than $40M in research funding from NSF, NIH, DHS and other agencies. He is also a successful IT entrepreneur. Chen's COPLINK/i2 system for security analytics was commercialized in 2000 and acquired by IBM as its leading government analytics product in 2011. His recent research includes SilverLink for mobile health and AZSecure for advanced cyber threat intelligence.

About His Talk: Chen will discuss the role and value of AI for advanced cyber threat intelligence, especially in exploring the Dark Web community of international hackers.

HARI BALAKRISHNAN — MAKING ROADS SAFER BY MAKING DRIVERS BETTER

Hari Balakrishnan is the Fujitsu Professor of Computer Science at MIT. He has made many contributions to mobile and sensor computing, internet architecture, overlay networks and P2P systems, and data management. Balakrishnan is also the co-founder and CTO of Cambridge Mobile Telematics. CMT uses mobile sensing, machine learning, and behavioral science to help make the world's roads safer. Since launching the first mobile usage-based insurance product in 2012, CMT's award-winning DriveWell platform is now used by more than 35 insurance customers in over 20 countries, benefiting millions of drivers. CMT recently announced a $500M investment from the SoftBank vision fund to fuel its expansion, growth, and new initiatives.

About His Talk: The world's roads oversee 50 million injuries and 1.35 million fatalities every year; road accidents are the leading cause of death among people between the ages of 15 to 30. This talk will describe how mobile sensing (especially using smartphones), applied statistics, machine learning, and behavioral science can improve road safety by making people better drivers. He will discuss findings from successful deployments in more than 20 countries.

REGISTER NOW!
SEATING IS LIMITED

Thanks to the SunTrust Foundation and the USF Muma College of Business, this event is free but seating is limited. RSVPs are essential as a capacity crowd is expected.

Guests with reservations will enjoy catered lunch and opportunities to network at a reception and poster session. Guests with reservations will also receive complimentary parking for the event, which will be held in the USF Marshall Student Center ballroom.

Companies are encouraged to send a "team" of professionals to the event and USF's Center for Analytics & Creativity will follow up with these teams after to ensure learnings from the forum are translated to your organization's innovations.

REGISTER ONLINE AT BIT.LY/BIZFORUM2019

REGIONAL PANELISTS

Afternoon Panel Discussion: The panel discussions feature distinguished analytics practitioners and thought leaders in the Tampa Bay area

Topics: Applications in social media analytics, media analytics, analytics for supply chain partners, innovation and analytics

EDUARDO HAUSER Discovery Latin America/Hispanic

Eduardo Hauser is general manager for Discovery's Hispanic products as well as senior vice president of operations for Discovery Latin America. Hauser joined Discovery as a result of the company's acquisition of Scripps Networks. There, he served as managing director for Latin America and the Caribbean. He was managing partner of Hauser & Co, founder and CEO of DailyMe, and president of Cricket Media. He led AOL's entrance into the Latin American and Hispanic markets. Hauser was the head of news and information of Venezuela's Venevision and managing director of Cisneros. He has served on the boards of public, private and non-profit organizations.

KEDAR KULKARNI GuideWell

Kedar Kulkarni leads the data science and data engineering teams at GuideWell. Kulkarni joined GuideWell (Florida Blue) in 2016 working with a team of data scientists and data engineers that developed multiple machine learning models to help solve business problems. With over 13 years of experience in the healthcare industry, Kulkarni aims to democratize analytics through the creation of a collaborative analytics environment. A technologist at heart, Kulkarni earned a master's degree in Business Administration from the University of Florida, a PhD in Education from the University of Central Florida and a master's degree in computer science from New Jersey Institute of Technology.

JOSIE HOLLINGSWORTH PolitiFact

Josie Hollingsworth is PolitiFact's audience engagement editor. She is a graduate of the University of North Carolina at Chapel Hill, where she majored in Spanish literature and interactive multimedia journalism. Hollingsworth has worked in audience engagement, expanding social platforms and website production at the Seattle Times and the Tampa Bay Times. Now at PolitiFact, owned by the Poynter Institute, Hollingsworth is expanding PolitiFact's newsletter reach and refining the social voice for PolitiFact's accounts.

PAUL C. KUO Tampa General Hospital

Paul C. Kuo, MD is chair of the USF Department of Surgery and the Richard G. Connar Endowed Chair in Surgery. He is also the surgeon-in-chief at Tampa General Hospital. Dr. Kuo earned a medical degree from The Johns Hopkins University School of Medicine, completed an internship and residency in general surgery at Brigham and Women's Hospital, a fellowship in transplant/hepatobiliary surgery at Beth Israel-Deaconess Hospital and two research fellowships at Harvard Medical School. Dr. Kuo also holds a MBA from the Carey Business School of Johns Hopkins University, MS in medical informatics from Northwestern University and a MS in predictive analytics from Depaul University. His research interests are focused on the use of big data and machine learning techniques to create predictive models that result in enhanced patient safety by decreasing variability in care.

FORUM SCHEDULE

11:00	Registered Guest Check-In
11:15	Lunch
11:45	Opening Remarks
12:00	Session 1
12:45	Session 2
1:30	Session 3
2:15	Panel Part 1
3:15	Panel Part 2
3:45	USF-Tableau Citizen Data Science Initiative
4:00	Closing Remarks, Followed by Reception and Poster Session

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