

# 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 15,  
2018

Artificial intelligence is a way to help 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. How can you harness these increasingly prevalent technologies to drive business decisions?

Learn to shape how your company thinks about data at the Florida Business Analytics Forum on May 15, 2018 in the USF Marshall Student Center's ballroom in Tampa. This fast-paced, absorbing and educational symposium is an event anyone working in an analytics-driven role won't want to miss.

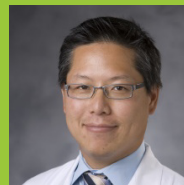
## PARTIAL SPEAKER LINE-UP



**Valliappa Lakshmanan** is a tech lead for Big Data & Machine Learning on the Google Cloud Platform. Lakshmanan has spent over two decades in machine learning and is currently closely involved with how this is facilitated by the Google Cloud.



**Frank Yiannis** is the vice president of Food Safety at Walmart. Frank pioneered the use of blockchain at Walmart to detect food safety issues in near real-time. This is likely the best blockchain use in retail to date.



**Erich Huang** works on data science in the academic health system. Erich Huang is a co-director of Duke Forge and assistant dean of biomedical informatics. He is the first faculty recruit to a new initiative and new division at Duke.



**Tina Eliassi-Rad** studies fairness and bias in machine learning algorithms. Eliassi-Rad is one of few machine learning researchers who have done work and can talk about what it means to combat bias in machine learning algorithms.

Beneath the surface, however, researchers are noticing what may be an unintended, "Black Mirror"-ish trend to machine learning. In their endeavors to learn on their own, machines – in some cases – seem to be picking up on human biases. For example, Google's speech recognition algorithm, researchers have found, responds better to male voices than female voices. It's not that the technology is sexist. Rather, it was programmed – or trained – on unbalanced data, meaning mostly male voices.

**How do you overcome these sometimes-frightening trends to sift out revolutionary, actionable insights that can be applied in your firm? How do you harness these cutting-edge areas of data to create a brighter future for your organization?**

Attend the 2018 Florida Business Analytics Forum to learn from a discussion led by pioneers in the industry on forward-looking topics such as machine learning, artificial intelligence, blockchain, algorithmic fairness, health-care analytics and various ways to interpret big data.

Each of the speakers will cover fundamental analytics ideas as well as touch on their experiences. It truly is a "can't miss event" for anyone working in, or leading, analytics teams. Given the impressive slate of speakers, this half-day can shape the future of how your company thinks about analytics.

# SPEAKER LINE-UP

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

## Valliappa Lakshmanan, Google

Valliappa Lakshmanan is a distinguished tech lead for big data and machine learning professional services on the Google Cloud Platform. Lakshmanan's mission is to make machine learning simple enough that anyone can do it using Google's infrastructure.

**About His Talk:** What is machine learning and what kinds of problems can it solve? Google thinks about machine learning slightly differently: it's about logic, rather than just data.

## Frank Yiannas, Walmart

As vice president of food safety for Walmart, Frank Yiannas oversees all food safety as well as other public health functions for the world's largest food retailer. He serves over 200 million customers around the world on a weekly basis. Prior to joining Walmart in 2008, Yiannas was the director of safety & health for the Walt Disney World Company, where he worked for 19 years.

**About His Talk:** In this session, Walmart's VP of Food Safety and Health will share how the company is testing blockchain in hopes of creating a safer, more efficient and sustainable food system.

## Tina Eliassi-Rad, Northeastern University

Tina Eliassi-Rad is an associate professor of computer science and a faculty member of the Network Science Institute at Northeastern University in Boston. Eliassi-Rad's research is rooted in data mining and machine learning and has been applied to government and industry systems as well as open-source software.

**About Her Talk:** Eliassi-Rad will address the following questions: What is machine learning? Is there such thing as just machine learning? If so, is just machine learning possible in our unjust world?

## Erich Huang, Duke University

Erich Huang is the co-director of Duke Forge and the assistant dean for Biomedical Informatics. He was the first faculty recruit to a new initiative and division at Duke University in the department of biostatistics. Huang was also the principal investigator on a NIH-funded project under the Big Data to Knowledge RFA's.

**About His Talk:** Duke's new initiative in health data science, Duke Forge, is predicated on "Health Data in Action" it was designed to provide insights and work with the community. Huang will share details in this endeavor.

**Thanks to the SunTrust Foundation and USF Muma College of Business, this event is free but seating is limited. RSVPs are essential as a capacity crowd is expected. Guests who RSVP will receive catered lunch and the 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 Center Ballroom, 4103 USF Cedar Cir, Tampa, FL 33620.**

**REGISTER NOW!**

[bit.ly/floridabusinessanalyticsforum2018](http://bit.ly/floridabusinessanalyticsforum2018)

**Companies are encouraged to send teams of professionals to the event and USF's Center for Analytics & Creativity will follow up with that attendees are able to apply what they have learned your organization's innovations. To bring a team, contact Balaji Padmanabhan at [bp@usf.edu](mailto:bp@usf.edu).**

# Analytics In Operations: A Panel Discussion

**Afternoon Panel Discussion:** Features Distinguished Analytics Practitioners and Thought Leaders in the Tampa Bay Area

**Topics:** Analytics in operations, storytelling, economic insights and citizen data science

## Dayana Cope, PhD



Dayana Cope leads the advanced analytics group at Walt Disney World. Her team provides analytical insight to solve operational challenges at the Disney Theme Parks and Resorts. Throughout her career, Cope has spearheaded the inception and advancement of analytics efforts within global corporations. She serves as the INFORMS Roundtable representative for Disney.

## Kenty Adams



Kenty Adams is responsible for the transformation of the Careplus Health Plans. With data science, advanced analytics and enterprise architecture concepts he is responsible for the strategy to enhance the company into a digital enterprise. Previously working at Jabil, Adams managed all the IT finance projects. Adams received a master's degree in mathematics and statistics from Concordia University in Montreal.

## Meagan Corbett



Meagan Corbett developed the Tableau for Teaching program that supports global operations and strategic development. Corbett is also working with the USF Muma College of Business Center for Analytics & Creativity on a unique citizen data science program for undergraduate business students. She received her MBA from Washington State University.

## Moez Limayem



Moez Limayem joined the USF Muma College of Business in 2012, coming from the Sam M. Walton College of Business at the University of Arkansas. The results from his first few years on the job are impressive: the college has received three multi-million dollar naming gifts and its programs have risen in national rankings. Limayem earned an MBA and PhD in business administration from the University of Minnesota in Minneapolis, Minnesota.



11:00 - 11:15 a.m.  
11:15 - 12:15 p.m.  
12:15 - 12:45 p.m.  
12:45 - 1:15 p.m.  
1:15 - 1:30 p.m.  
1:30 - 2:00 p.m.  
2:00 - 2:30 p.m.  
2:30 - 2:45 p.m.  
2:45 - 3:45 p.m.  
3:45 - 4:00 p.m.  
4:00 - 6:00 p.m.

Registered Guest Check-In  
Catered Lunch and Opening Remarks  
Valliappa Lakshmanan: Machine Learning  
Frank Yiannas: Blockchain & Food Safety at Walmart  
Break  
Tina Eliassi-Rad: Fairness, Biases and Algorithm  
Erich Huang: Big Data Opportunities in Healthcare  
Break  
Panel Discussion: Analytics in operations, storytelling, economic insights and for citizen data science  
Closing Remarks  
Wine and cheese reception and research poster session featuring contemporary analytics research projects at USF

**REGISTER ONLINE AT [bit.ly/floridabusinessanalyticsforum2018](http://bit.ly/floridabusinessanalyticsforum2018)**