

# The College of Business Goes Undercover

OCTOBER 25 | 3:30-5:15 P.M. | Atrium

## Guest Speaker



Boston Market's Chief Brand Officer Sara Bittorf will discuss her recent appearance on the **CBS Television** show "**Undercover Boss**." The first executive to fire someone on the air during the show, Bittorf will talk about how the data collected during the experience is being used to shape management decisions. A panel of experts will then discuss how leading companies use data to tell a story and drive decisions.

## Data-Driven Decision-Making Panel



Robert Carter  
Chief Information  
Officer, FedEx



Balaji Padmanabhan  
USF Information  
Systems Chair



Kimberly Ross  
EVP & Chief Financial  
Officer, Avon



Andre Therrien  
Director of Business Op-  
erations, Florida Panthers

**3:30 P.M.**

Guest speaker and  
panel discussion

**5:30 P.M.**

Reception  
(invite your family!)

**7:00 P.M.**

Homecoming  
parade watch party  
and carnival

Free for Alumni  
RSVP required:  
[bit.ly/usfhomecoming](http://bit.ly/usfhomecoming)



UNIVERSITY OF  
SOUTH FLORIDA  
COLLEGE OF BUSINESS

Free t-shirts for  
College of Business  
Alumni  
(while supplies last)