



# Business Analytics

## COLLEGE OF BUSINESS ADMINISTRATION

Spring Business Analytics Forum  
February 5<sup>th</sup> and 6<sup>th</sup>, 2014

Carolyn P Brown Memorial University Center  
1502 West Cumberland Ave. Knoxville, TN 37996-4800

Please park in the Vol Hall Garage. See end of agenda for important instructions.

Wednesday February 5<sup>th</sup>

Location: Shiloh Room unless noted otherwise

8:00 – 9:00	<b>Breakfast</b> Ballroom
9:00 – 10:00	<b>Building A Data Driven Culture At Amazon</b> Dan Joy – Director of North American Supply Chain Amazon
10:00 – 10:15	<b>Break</b>
10:15 – 11:15	<b>Analytics for the SMB</b> Eric Johnson – Vice President Information Services Jewelry TV
11:15 – 11:30	<b>Break</b>
11:30 – 12:30	<b>Building an Analytics Organization</b> Craig Brabec – Director of Analytics Caterpillar
12:30 – 1:30	<b>Lunch</b> Ballroom
1:30 – 2:30	<b>Navigating the Politics of Analytics</b> Randy Bradley - Assistant Professor of Information Systems and Supply Chain Management The University of Tennessee, Knoxville
2:30 – 4:30	<b>Workshop or Breakout Session</b> Workshop Haslam Business Building 602 Breakout Sessions – Room location will be provided at check-in



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Thursday February 6<sup>th</sup>

Location: Shiloh Room unless noted otherwise

8:00 – 9:00	<b>Breakfast</b> Ballroom
9:00 – 10:00	<b>Supply Chain Transformation – A Case Study in the Innovative Use of Analytics</b> Donnie Haye – Vice President - Analytics, Solutions and Acquisitions – Integrated Supply Chain IBM
10:00 – 10:15	<b>Break</b>
10:15 – 11:15	<b>Speaker Panel - How Business Analytics professionals can contribute to making their companies more strategic</b> Ken Gilbert – Moderator Panelists - Craig Brabec, Donnie Haye and Dan Joy
11:15 – 12:00	<b>Future Forum Planning</b> Julie Ferrara – Business Analytics Forum Director, Lecturer The University of Tennessee, Knoxville
12:00 – 1:00	<b>Lunch</b> Ballroom
1:00 – 2:00	<b>Job Fair Booths</b> Ballroom
2:00 – 4:00	<b>Speed Interviews</b> Ballroom
4:00 – 6:00	<b>Formal Interviews</b> Career Services



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### Parking

The **University Center Garage has been demolished** to make way for the expansion and improvement projects for the UC.

If you drive to the Campus, parking will be provided in the garage under Vol Hall

1527 White Avenue

Volunteer Hall

Parking Garage G15 – **Must say Public Parking**

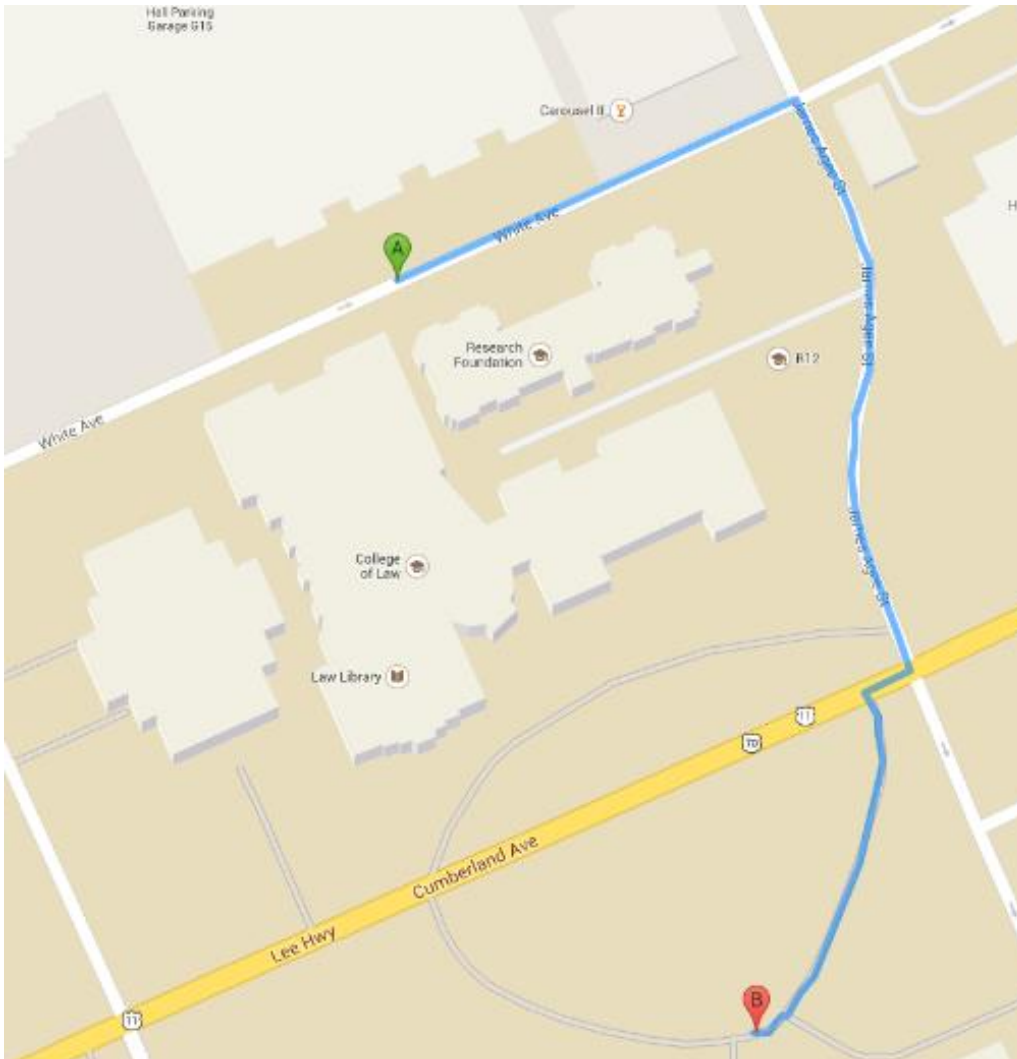
Only enter on White Avenue the entrance lot is S12 (Level 1)

Do NOT enter on Clinch Avenue. This is for students ONLY.

Please bring your stub for Validation

**(If you don't get a parking stub you are parked in the wrong place).**

Walking directions from Vol Hall to the University Center



**A** 1527 White Avenue, Knoxville, TN  
37916, USA

0.2 mi - about 3 mins

1. Head northeast on White Ave toward James Agee St 282 ft
2. Turn right onto James Agee St 384 ft
3. Cross Cumberland Avenue and then turn right onto Cumberland 33 ft
4. Turn left 246 ft  
Destination will be on the left

**B** 1502 Cumberland Avenue,  
University of Tennessee, Knoxville,  
TN 37996, USA

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