



Business Analytics

COLLEGE OF BUSINESS ADMINISTRATION

Spring Business Analytics Forum
April 25th & 26th

Baker Center Toyota Room

1640 Cumberland Avenue Knoxville, TN 37996-3340

Please park in Vol Hall behind the Law Library and bring your ticket for Validation

Thursday April 25th

8:30 – 9:15	Breakfast
9:15 – 9:30	Opening Remarks Dr. Ken Gilbert Ralph and Janet Heath Professor of Business and Department Chair
9:30 – 10:30	IBM Tech Trends Executive Perspective Jerry Haan – IBM Relationship Manager IBM Academic Initiative
10:30 – 10:45	Break
10:45 – 11:45	Big Data as Part of a Competitive Business Strategy Jeff Wade - Market Street Solutions CEO & President
11:45 – 1:00	Lunch
1:00 – 2:00	Open Discussion Measuring the ROI of your Business Analytics Initiatives Dr. Randy Bradley Supply Chain Management
2:00 – 3:00	Creating a Culture of Testing and Experimentation Andy Pulkstenis – State Farm Insurance Program Director - Analytics
3:00 – 3:30	Break
3:30 – 5:00	Presentation and Open Discussion Building Analytic Skills for a Smarter Planet Kendrick Heath – IBM Business Analytics Solutions Architect



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Friday April 26th

8:30 - 9:30	Breakfast
9:30 - 10:30	Why Big Data Doesn't Always Equal Big Results Open Discussion Dr. Ken Gilbert Ralph and Janet Heath Professor of Business and Department Chair
10:30 - 11:30	Big Picture Thinking Dr. Mandyam Srinivasan Pilot Corporation Chair of Excellence
11:30 - 12:00	Future Forum Planning Julie Ferrara Forum Director
12:00 - 1:00	Lunch



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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

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

The Clinch Avenue entrance is for students ONLY.

Please bring your ticket for Validation

