



Morning Session



	Track 1 Technology, Data & Organisations	Track 2 Data's Impact on Society	Track 3 Innovations and Applications
8.30am – 8.45am	Welcome: Anita Arbogast – Executive Director, Centre for Business Analytics, Melbourne Business School Wendy Stops – Chair, Industry Advisory Board, Centre for Business Analytics, Melbourne Business School Prof. Ujwal Kayande – Associate Dean (Academic), Melbourne Business School; Founding Director, Centre for Business Analytics		<p>This space is left intentionally blank</p>
8.45am – 9.00am	Conference Opening: Hon. Josh Frydenberg MP – Treasurer of Australia, Deputy Leader of the Liberal Party and Federal Member for Kooyong		
9.05am – 9.40am (Session 1)	A Digital Journey: Google Photos, from 0 to 1 Billion Users Anil Sabharwal Vice President – Product Management Head of Chrome, Communications and Photos, Google 		
9.45am – 10.20am (Session 2)	Experimentation and Causality in Modern Digital Advertising Professor Harikesh Nair The Jonathan Lovelace Professor of Marketing Chief Scientist for Business Strategy, JD.com  		
10.25am – 11.00am (Session 3)	Go-to-Market Strategies for Digital Startups Professor David Bell Co-Founder, Idea Farm Ventures Formerly Chaired Professor at the Wharton School, The University of Pennsylvania  		
11.00am – 11:30am	<p>MORNING TEA</p>		
11.30am – 12.00pm (Session 4)	Using Data Science to Drive Growth and Help Your Customer Cary Correia Chief Commercial Data Science Leader General Electric 	Using Data Does Improve Care: Examples from Canada and Victoria Kira Leeb Executive Director, Health & Systems Performance Reporting Victorian Agency for Health Information (VAHI) 	Using Data to Better Serve Customers Glenda Crisp Chief Data Officer, EGM Enterprise Data National Australia Bank 
12.05pm – 12.35pm (Session 5)	Accelerate Your Digital Transformation Initiatives with Artificial Intelligence Felix Liao Head of Analytics Platform SAS Australia and New Zealand SAS 	Move Fast.....But Don't Break So Many Things Peter Harris AO Senior Advisor, Tanarra Capital Former Chair of the Productivity Commission  	Future of Analytics in the Web 3.0 World Dylan Smith Founder RUBIX. 
12.35pm – 1.35pm	<p>LUNCH</p>		
1.40pm – 2.10pm (Session 6)	Non-Executive Director Panel: How can Boards help their organisations leverage data and analytics for strategic advantage? <ul style="list-style-type: none"> • Wendy Stops – Commonwealth Bank, Coles, Altium, Fitted for Work • Jacqueline Hey – Qantas, Bendigo & Adelaide Bank, AFIC, MBS, Cricket Australia • Abigail Cleland – Coles, Sydney Airports, Computershare, Orora 	Driving product innovation and customer accessibility using data analytics Nagender Chetti Executive Manager, Commercial & Consumer Markets Suncorp 	Using Analytics to Profile AFL Training and Matches Dr. Alice Sweeting Sports Scientist, Western Bulldogs Research Fellow, Sports Science, Victoria University  



Afternoon Session



	Track 1 Technology, Data & Organisations	Track 2 Data's Impact on Society	Track 3 Innovations and Applications
2.15pm – 2.45pm (Session 7)	<p>Create Scalable Experiences and Avoid the Local Maximum Mina Radhakrishnan Co-Founder Different Former Head of Product, Uber and Former Product Manager, Google</p>	<p>Panel – Ethical Implications of the Rise of AI Moderator: David Bowie (SAS)</p> <ul style="list-style-type: none"> • Dr. Greg Hill – Global Head of Analytics, Brightstar • Dr. Michelle Perugini – Co-Founder & CEO, Presagen • Jason Widjaja – Associate Director, Data Science (AI), Merck Sharp & Dohme • Rebecca Wilson – Robotics / Automation Manager, Jetstar Airways 	<p>Panel – Analytics in Startups Moderator: Mark Alexander (Microsoft)</p> <ul style="list-style-type: none"> • Kim Teo – CEO & Co-Founder, Mr. Yum • Grant Arnott – Co-Founder Click Frenzy • Jai Kora – CTO, Brosa
2.50pm – 3.20pm (Session 8)	<p>Creating a Data Culture Emma Gray Chief Data Officer ANZ Bank</p>	<p>Panel – Societal Impact with Data & Analytics Moderator: Dr. Catherine de Fontenay (Productivity Commission)</p> <ul style="list-style-type: none"> • Michelle Fitzgerald – Chief Digital Officer, City of Melbourne • Brad Petry – Head of Data Analytics, Victorian Centre for Data Insights • Paula Wilton – Director, Clinical Analytics & Outcomes Research, VAHI • Kirsten Williams – Executive Advisor, Victoria Police 	<p>Panel – Building an Analytics Capability Moderator: Sheetal Patole (Macquarie Group)</p> <ul style="list-style-type: none"> • Jack Steele – Head of Analytics, Energy Australia • Sudha Viswanathan – Director of Analytics & Insights, Pitcher Partners • Christelle Young – GM Transformation & Analytics, Toll Group
3:20pm – 3.40pm	Afternoon tea		
3:40pm – 4.10pm (Session 9)	<p>Analytics Impact Index : Findings from 2019 Professor Ujwal Kayande Founding Director, Centre for Business Analytics Melbourne Business School Enrico Rizzon Vice President & Partner AT Kearney</p>	<p>Panel – Recognising and Managing Algorithmic Bias Moderator: Associate Professor Sven Feldmann (Melbourne Business School)</p> <ul style="list-style-type: none"> • Colette Marais – Lead Data Science Consultant, Quantum • Tim Sparks – Head of Advanced Analytics Enablement, NAB • Antony Ugoni – Director, Global Analytics and AI, Seek 	<p>Panel – Analytics in Retail Moderator: Rose Yip (Australia Post)</p> <ul style="list-style-type: none"> • Dr. David Black – Chief Data Scientist, Vicinity Centres • Rachel Kelly – Retail Partnerships, Afterpay • Dr. Sam Riethmuller – Head of Advanced Analytics, Coles
4:15pm – 4.45pm (Session 10)	<p>\$25,000 MELBOURNE BUSINESS ANALYTICS DATATHON FINAL PRESENTATIONS AND AWARDS CEREMONY</p>	<p>Smart Cities and Digital Inclusion Michelle Fitzgerald Chief Digital Officer – Smart Cities City of Melbourne</p>	<p>This space is left intentionally blank</p>
4:50pm – 5.30pm (Session 11)		<p>Richer Representation of Medical Patients via Text Analytics Professor Karin Verspoor School of Computing and Information Systems Deputy Director – Health and Biomedical Informatics Centre University of Melbourne</p>	
5:30pm – 6:30pm	Networking Event		