Driving Recovery and Growth through Data Analytics

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TIME	Monday 15th March — Leadership in Analytics	TIME	Tuesday 16th March — Customer Analytics
10.00am – 10.15am (Session 1a)	**Welcome and Introductions** **Anita Arbogast** – Executive Director, Centre for Business Analytics, MBS **Prof. Ian Harper AO** – Dean, Melbourne Business School	10.00am – 10.05am	**Welcome and Introductions** **Anita Arbogast** – Executive Director, Centre for Business Analytics, Melbourne Business School **Lynette Clunies-Ross** – Region VP and Managing Director Australia & New Zealand, SAS
10.15am – 10.30am (Session 1b)	**Keynote Opening Remarks** **Dr. Philip Lowe** - Governor, Reserve Bank of Australia	10.05am – 10.35am (Session 1)	**The Impact of Subscription Programs on Customer Behaviour** **Professor Raghu Iyengar** – Professor of Marketing & Faculty Director, Wharton Customer Analytics
10:30am – 11.00am (Session 2)	**Making the Most of The Hype Machine: New perspectives on Business Analytics** **Professor Sinan Aral** - David Austin Professor of Management, MIT Sloan School of Management	10:35am – 11.05am (Session 2)	**Data Led; Insight Driven Decision Making Leads to Business Growth** **Lisa Ronson** – Chief Marketing Officer, Coles Group
11:00am – 11.15am	BREAK	11:05am – 11.15am	BREAK
11:15am – 11.45am (Session 3)	**Seeing Over the Horizon** **Kelly Bayer Rosmarin** – CEO, Optus	11:15am – 11.45am (Session 3)	**Online Word of Mouth: What Do Customers Talk about and Why** **Prof. Ujwal Kayande** – Assoc. Dean (Business Analytics), Director Centre for Business Analytics, Melbourne Business School
11:45am – 12.15pm (Session 4)	**The Secret of SAS' Marketing Sciences Transformation with Analytics** **Michele Eggers** - Senior Director of Marketing Sciences, Technology & Digital Experience, SAS	11:45am – 12.15pm (Session 4)	**Establishing Customer Intimacy in a "Contactless" World: An AI Perspective** **Vicent Osabel** – Senior Solutions Architect, Dataiku
12:15pm – 12.30pm	BREAK	12:15pm – 12.30pm	BREAK
12:30pm – 1.00pm (Session 5)	**Using Data, Decision Science and our Customer Engagement Engine to Support Customers through COVID** **Andrew McMullan** - Chief Analytics Officer, Data and Decision Science, Commonwealth Bank	12:30pm – 1.00pm (Session 5)	**Evolving an Internet Icon: Inside eBay's Tech-Led Reimagination** **Jordan Sweetnam** - Senior VP and GM, Americas Market, eBay
1:00pm – 1.40pm (Session 6)	**Panel: How can the government leverage analytics to accelerate growth and recovery?** **Moderator: Associate Dean and Associate Professor Sven Feldmann, MBS** • **Peter Harris AO** – Former CEO, National COVID-19 Coordination Commission Advisory Board • **Andrea Hughes** - Manager of City Research and Insights, City of Melbourne • **Kira Leeb** – Executive Director, Data Surveillance and Epidemiology, Victorian DHHS • **Brad Petry** – Director, Data and Digital - Working for Victoria, Dept. Jobs, Precincts & Regions	1:00pm – 1.40pm (Session 6)	**Panel: Using customer analytics to identify and address underlying changes in customer purchasing behaviour** **Moderator: Bede Hackney, Country Manager, Australia and New Zealand, Databricks** • **Leah Balter** – Director Digital & Analytics, Bunnings • **Dr. David Black** - Head of Data Product and Strategy, FlyBuys • **Jenny van Zyp** – National Customer Analytics Manager, Stockland • **Christelle Young** – Chief Strategy and Analytics Officer, L'Oréal
1:40pm – 1.50pm	**Day 1 Close** **Anita Arbogast** - Executive Director, Centre for Business Analytics, MBS	1:40pm – 1.50pm	**Day 2 Close** **Anita Arbogast** - Executive Director, Centre for Business Analytics, MBS

2021 Virtual Melbourne Business Analytics Conference | Monday 15 - Thursday 18 March 2021 | 10am –2pm | Centre for Business Analytics – Melbourne Business School

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TIME	Wednesday 17th March — Technology, Machine Learning and AI	TIME	Thursday 18th March — Healthcare Analytics and Datathon Pitches
10.00am – 10.05am	**Welcome Remarks** **Prof. Ujwal Kayande** Assoc. Dean (Bus. Analytics), Director Centre for Business Analytics, Melbourne Business School	10.00am – 10.05am	**Welcome Remarks** **Prof. Ujwal Kayande** Assoc. Dean (Bus. Analytics), Director Centre for Business Analytics, Melbourne Business School
10.05am – 10.35am (Session 1)	**How Drip Pricing Affects Consumer Behaviour** **Prof. Steve Tadelis** Professor of Economics, Sarin Chair in Leadership and Strategy, UC Berkeley	10.05am – 10.35am (Session 1)	**COVID Roads to Recovery** **Dr. Kudzai Kanhutu** – Deputy Chief Medical Information Officer, Royal Melbourne Hospital
10:35am – 11.05am (Session 2)	**Data Driven Product Development: Optimize your Critical User Journeys** Julie Farago Director Software Engineering Verily Life Sciences (an Alphabet company)	10:35am – 11.15am (Session 2)	**Panel: How can we leverage data and analytics to drive better overall healthcare outcomes?** **Moderator: Dr. Jenny George, CEO (Converge International)** • **Dr. Kudzai Kanhutu** - Deputy Chief Medical Information Officer, Royal Melbourne Hospital • **Steve Remington** – Founder, Minerra • **Antony Ugoni** – Chief Data Officer, BUPA • **Prof. Karin Verspoor** – Dean, School of Computing Technologies, RMIT
11:05am – 11.15am	**BREAK**	**11:15am – 11.30am**	**BREAK**
11:15am – 11.45am (Session 3)	**Democratising AI – How Microsoft is Transforming Business Through AI** **Lee Hickin** – Chief Technology Officer, Microsoft	11:30am – 12.00pm (Session 3)	**Using Analytics and Open Data to Improve Cancer Screening and Surgical Outcomes** **Mark Alexander** - Director, Aginic **Dr. Philip Smart** - Deputy Director, Gastrointestinal Clinical Institute, Epworth HealthCare
11:45am – 12.15pm (Session 4)	**Infusing Analytics and AI Across Your Business** **Seth Dorbin** - Chief AI Officer, IBM **Ayal Steinberg** - Vice President, Sales - Data, AI & Automation Business, IBM **Ross Farrelly** - Segment Leader, Data Science and Business Analytics	12:00pm – 12.30pm (Session 4)	**Datathon Welcome and Introductions** **Hon. Danny Pearson, MP** Assistant Treasurer, Minister for Government Services and Regulatory Reform, Victorian Government **Anita Arbogast** – Executive Director, Centre for Business Analytics, Melbourne Business School
12:15pm – 12.30pm	**BREAK**	**12:30pm – 12.45pm**	**BREAK**
12:30pm – 1.00pm (Session 5)	**How NAB use Speech Analytics to Improve Customer Experience and Compliance** Glenda Crisp Chief Data Officer, EGM Enterprise Data National Australia Bank	12:45pm – 1.45pm (Session 5)	**Datathon Finalist Presentations - Judging Panel** • **Paul Cikala** - Chief Revenue Officer, Zetaris • **Lynette Clunies-Ross** – Region VP and Managing Director Australia & New Zealand, SAS • **Amanda Good** - Director, KPMG • **Prof. Ujwal Kayande** – Assoc. Dean (Bus. Analytics), Director Centre for Business Analytics, Melbourne Business School • **Wendy Stops** – Non-Executive Director, Coles Group
1:00pm – 1.30pm (Session 6)	**Scaling Your Analytics Startup in Australia: Tips to Avoid Hitting the Wall** **James Cameron** – Partner, AirTree Ventures	**1:45pm – 2.10pm**	**BREAK: JUDGING PANEL DELIBERATION TIME**
1:30pm – 1.40pm	**Day 3 Close** **Anita Arbogast** - Executive Director, Centre for Business Analytics, MBS	2:10pm – 2.25pm	**Datathon Prize Presentation Ceremony**
		2:25pm – 2:30pm	**Conference Week Close** **Anita Arbogast** - Executive Director, Centre for Business Analytics, Melbourne Business School