The Meeting of Analytics Program Directors (MAPD) is designed to provide the program directors of analytics programs with a forum for discussion, networking, and the sharing of best practices. While master’s level programs are the majority, this meeting is open to program directors representing bachelor’s and doctoral level programs as well. The goal is to provide a platform for the types of exchanges that will raise the bar for all analytics programs and ultimately lead to better outcomes for students and the industries they serve. Additionally, by supporting this emerging cadre of academics who lead analytics programs, INFORMS hopes that this meeting will help foster new ideas and new energy going forward.

AGENDA

7:30–8:30am Meeting Check-In

8:30–9:45am Session 1: Welcome and Opening Plenary
Speaker: Mark Shafer, SVP Revenue Management and Analytics Walt Disney Parks and Resorts

9:45–10am Break

10–11am Session 2: Analytics Curricular Structures

11:10am–12noon Session 3: The Analytics Marketplace

12noon–1pm Lunch

1:15–2:15pm Session 4: Industry Projects + Software/Big Data Infrastructure
(Concurrent Session)

2:25–3:25pm Session 5: Effective Recruiting + Alumni Engagement
(Concurrent Session)

3:25–3:45pm Break

3:45–4:45pm Session 6 Industry Panel: How academic options are viewed in industry – including CAP, Best Practices on Industry Projects

4:45–5pm Wrap Up

5:15–6:30pm Networking Reception
PLENARY SPEAKER

Mark W. Shafer
Senior Vice President of Disney Decision Science and Integration for Walt Disney Parks and Resorts

Mark W. Shafer, Senior Vice President of Disney Decision Science and Integration for Walt Disney Parks and Resorts has been a Disney cast member for 22 years.

His responsibilities include leading an Internal consulting team responsible for supporting clients across The Walt Disney Company including Parks and Resorts, Media Networks (e.g., ABC, ESPN, Disney Channel, A&E Networks etc.), Studio Entertainment (The Walt Disney Studios, Disney Theatrical) and Disney Consumer Products and Interactive Media. This support encompasses system development leveraging technology, data analytics, optimization, statistical and econometric modeling to explore opportunities, shape business decisions and drive business value. These solutions span across business problems such as Marketing ROI, Ad Sales Optimization, B to B and B to C pricing, revenue management, ratings forecasting, digital viewership forecasting, demand simulation, and personalization.

Mark spent 12 years in the airline industry with People Express Airlines and Continental Airlines, holding positions in Domestic and International Pricing/Revenue Management.

OPENING PLENARY

Facilitating an Analytics Transformation: The Disney Story

We’re in a global analytics arms race, where yesterday’s strategic advantage can quickly become tomorrow’s industry standard. To stay competitive, companies must continue to invest and evolve at an ever-increasing rate.

In this keynote session, Sr. Vice President of Disney Decision Science and Integration, Mark Shafer, will discuss his 30+ year rags to riches analytical journey, including lessons learned from being on the receiving end of analytics at People Express Airlines to building a science-based analytical team at The Walt Disney Company.

During his 22 years at Disney, Mark led an analytical transformation, starting by implementing Walt Disney World’s first resort revenue management model to currently leading an Internal consulting team of more than 140+ employees responsible for supporting analytics across The Walt Disney Company, including Parks and Resorts, Media Networks (ABC, ESPN, Disney Channel, A&E Networks etc.), Studio Entertainment (The Walt Disney Studios, Disney Theatrical).

Leave with deep insights and practical advice on how to steer a successful analytics journey at your company.
ANALYTICS CURRICULAR STRUCTURES
This panel session serves as a forum for analytics program administrators to discuss approaches to analytics curriculum design and implementation. Participating panelists will briefly present the curriculum structure of their respective program, followed by discussion and Q&A on best practices, opportunities, and challenges for analytics programs.

De Liu, PhD
Associate Professor of Business Analytics
Academic Director, Master of Science in Business Analytics
PhD Coordinator, Information and Decision Sciences
Carlson School of Management
University of Minnesota

Dr. De Liu is an Associate professor of Information and Decision Sciences and 3M Fellow in Business Analytics at Carlson School of Management, University of Minnesota. He is the academic director of the Master of Science in Business Analytics. He received his PhD degree from University of Texas at Austin, and his master’s and bachelor’s degrees from Tsinghua University. His research interests include digital auctions, gamification, and crowdfunding. His research has appeared in leading journals such as MIS Quarterly, Information Systems Research, Journal of Marketing, Journal of Market Research, and Production and Operations Management. He currently serves as an associate editor for Information Systems Research and Journal of Organizational Computing and Electronic Commerce. He teaches Big Data Analytics to MSBA students and is a two-time winner of MSBA Teacher of the Year award.

Sharif Melouk, PhD (Session Chair)
Associate Professor of Operations Management
Associate Department Head of Information Systems, Statistics, & Mgmt. Science
Culverhouse College of Commerce and Business Administration
University of Alabama

Sharif Melouk is an Associate Professor of Operations Management and Associate Department Head of Information Systems, Statistics, and Management Science in the Culverhouse College of Commerce and Business Administration at the University of Alabama. He earned his PhD from Texas A&M University and his master’s and bachelor’s degrees from Oklahoma State University. His current research interests include healthcare operations, cybersecurity issues in transportation, and humanitarian operations. His research has appeared in high quality journals such as Manufacturing and Service Operations Management (MSOM), IIE Transactions, Omega, and Computers and Operations Research. He has obtained research grants through the U.S. Army Research Office, U.S. Air Force Research Labs, University Transportation Center for Alabama, Alabama Council for Entrepreneurship, and several industry organizations. He currently serves as the chair of the Curriculum Subcommittee as part of the INFORMS University Analytics Program committee.
**Jennifer Priestley, PhD**  
Associate Dean, Graduate College  
Director, PhD in Analytics and Data Science  
Department of Statistics and Analytical Sciences  
College of Science and Mathematics  
Kennesaw State University

Dr. Priestley is the Associate Dean of The Graduate College and the Director of the Analytics and Data Science Institute at Kennesaw State University. In 2012, the SAS Institute recognized Dr. Priestley as the 2012 Distinguished Statistics Professor of the Year. She served as the 2012 and 2015 Co-Chair of the National Analytics Conference. Datanami recognized Dr. Priestley as one of the top 12 “Data Scientists to Watch in 2016.”

Dr. Priestley has been a featured speaker at SAS Analytics, Big Data Week, Technology Association of Georgia, Data Science ATL, The Atlanta Chief Data Officer Summit, The Atlanta CEO Council, and dozens of corporate events addressing issues related to advanced analytics and the challenges and opportunities of “Big Data.” She is a member of the Advisory Board for the Southeastern Data Science Conference.

Prior to receiving a PhD in statistics, Dr. Priestley worked in the Financial Services industry for 11 years. Her positions included Vice President of Business Development for VISA EU in London, where she was responsible for developing the consumer credit markets for Irish and Scottish banks. She also worked for MasterCard International as a Vice President for Business Development, where she was responsible for banking relationships in the Southeastern United States. She also held positions with AT&T Universal Card and with Andersen Consulting.

Dr. Priestley received an MBA from The Pennsylvania State University, where she was president of the graduate student body, and a BS from Georgia Tech. She also received a certification from the ABA Bankcard School in Norman, OK, and a Certification in Base SAS Programming, and a Business Analyst Certification from the SAS Institute.

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**Cliff Ragsdale, PhD**  
Academic Director, Center for Business Intelligence and Analytics  
Department of Business Information Technology  
Pamplin College of Business  
Virginia Tech

Dr. Cliff T. Ragsdale is the Academic Director of the Pamplin College of Business’ Center for Business Intelligence and Analytics and the holds the Bank of America Professorship in the Department of Business Information Technology at Virginia Tech. He is responsible for building relationships with key constituencies with the university and beyond in the area of business intelligence and analytics and fostering opportunities for Pamplin faculty to pursue interdisciplinary and sponsored research. He is also co-responsible for the design, development, and implementation of the curriculum for Pamplin College’s business analytics concentration within the Master of Science in Business Administration degree program.

Dr. Ragsdale is an internationally recognized scholar and thought leader in business analytics education and the use of spreadsheets for modeling,
Raffaella Settimi-Woods, PhD
Associate Dean
School of Computing
College of Computing and Digital Media
DePaul University

Raffaella Settimi-Woods is an Associate Dean and Chair of the MS in Predictive Analytics program at the School of Computing of DePaul University. She received an MSc in Statistical Sciences from the University of Sheffield (UK) in 1992 and a PhD in Statistics from the University of Perugia (Italy) in 1995. Her research interests include applications of machine learning techniques to housing market segmentations and urban studies, Bayesian learning from large datasets, and latent variable modeling. Her work on these topics has appeared in several international journals and conference proceedings. Her research has been supported by grants from National Science Foundation (NSF), Argonne National Laboratory, and MacArthur Foundation.

ANALYTICS MARKETPLACE

This session will explore the growth of Analytics programs and examine different modalities, their placement with universities, as well as other relevant data.

Melissa R. Bowers, PhD (Session Co-Chair)
Associate Professor and Beaman Professor of Business
Department of Business Analytics and Statistics
Haslam College of Business
University of Tennessee

Melissa R. Bowers, PhD, is an Associate Professor and the Beaman Professor of Business in the Haslam College of Business at University of Tennessee, Knoxville where she is the Director of the Master's Program in Business Analytics. Her teaching and research interests include Production Planning and Scheduling, Supply Chain Optimization, Lean Manufacturing, Theory of Constraints, and Discrete Optimization Models. Dr. Bowers has worked with organizations such as Milliken, ALCOA, Phillips Petroleum, Lockheed, Delta Air Lines, Air New Zealand, Embraer, Hanesbrands Inc., the United States Air Force, Boeing, and Cherry Point Naval Air Base. She has published in *MIT Sloan Management Review, Decision Sciences, European Journal of Operational Research, Interfaces, Computers and OR*, and several other academic and professional journals. Dr. Bowers was the recipient of the 2016 Allen H. Keally Excellence in Teaching Award, the 2012 and 2015 Richard Sanders Outstanding Leadership in Executive Education Award, and the 2014 MSBA Outstanding Service to Students Award. She is a co-author of the book, *Lean Maintenance, Repair, and Overhaul: Changing the Way You Do Business*.
Jeffrey D. Camm (Session Co-Chair)
Associate Dean of Business Analytics
Inmar Presidential Chair of Analytics
Wake Forest University School of Business

Jeff has led an extensive career as an educator and scholar in the field of Business Analytics. He received his PhD in Management Science from Clemson University in 1984 and began his career at the Linder College of Business at the University of Cincinnati. At the University of Cincinnati, Jeff held the rank of full professor, was department head for 20 years and held the Joseph S. Stern Chair in Business Analytics. He has also been a visiting professor of business administration at the Tuck school of Business at Dartmouth College and a visiting scholar at Stanford University’s School of Engineering. At Wake Forest, Jeff led the creation of a new Master of Science degree in Business Analytics.

Jeff’s scholarship is on the application of optimization modeling to difficult decision problems in a diverse set of application areas, including, operations planning and scheduling, supply chain optimization, product design, and conservation. His research has been featured in Business Week/Financial Times-ranked academic journals such as Management Science and Operations Research as well the renowned journal Science. He is the recipient of the 2006 INFORMS Prize for the Teaching of OR/MS practice and the 2016 George E. Kimball Medal for recognition of distinguished service to INFORMS and to the profession. In 2017 he was elected an INFORMS Fellow.

Jeff is coauthor of seven texts on business statistics, management science, and business analytics. He has consulted for a diverse set of companies, including, among others, Procter & Gamble, General Electric, Starbucks, Ace Hardware, Owens Corning, Kroger, Boar’s Head, Brooks Running Shoes, Road Runner Sports, and Tyco.

INDUSTRY PROJECTS
A panel of university program and center directors will discuss how they engage industry partners to procure, support, and successfully complete industry projects to foster experiential learning opportunities for students in their analytics programs.

Mike Fry (Session Chair)
Professor & Head, Dept. of Operations, Business Analytics & Information Systems
Lindner College of Business
University of Cincinnati

Mike Fry earned his PhD and MS degrees in industrial and operations engineering from the University of Michigan, and a BS degree from Texas A&M University. Previously, he served as Interim Director of the University of Cincinnati Center for Business Analytics, and he has been a visiting professor at Cornell University and the University of British Columbia. His research applying analytical models to operational problems has been published in more than 25 refereed articles in leading academic journals such as Operations Research, Production and Operations Management, Transportation Science, and Critical Care Medicine. He has consulted for a variety of organizations including Great American Insurance Group, Procter & Gamble, Cardinal Health, Boeing, Copeland Corporation, Coleman Company, Starbucks Coffee Company, the Cincinnati Bengals, and others.
**Harish Krishnan**
Professor of Operations and Logistics
Director of the Centre for Operations Excellence
Sauder School of Business
University of British Columbia

Harish Krishnan is the Advisory Board Professor of Operations and Logistics, and Director of the Centre for Operations Excellence (COE), at the Sauder School of Business, University of British Columbia. Harish is also the academic lead for the Master of Business Analytics (MBAN) program at Sauder. Harish received his PhD in Business Administration from the University of Michigan. He has been at the Sauder School of Business since 2002. Prior to entering academia, Harish worked as an industrial engineer in the auto industry. Harish’s current research interests are in the area of supply chain management, in particular related to incentive alignment, contracting, and risk management in supply chains. He primarily teaches courses in process analysis and supply chain management.

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**Andrew Urbaczewski**
Chair, Department of Business Information and Analytics
Daniels College of Business
University of Denver

Andrew Urbaczewski is an Associate Professor and Chair of the Business Information and Analytics Department in the Daniels College of Business at the University of Denver. There he oversees MSBA and BSBA in Business Analytics degrees, as well as minors, concentrations, and certificates in Business Analytics at the undergraduate and graduate level. They engage with about 300 companies, NGOs, public sector organizations, and non-profits to provide individual and group experiential learning opportunities to all of their students.

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**Andrew Wasser**
Associate Dean, Heinz College of Information Systems and Public Policy
Carnegie Mellon University

Andrew Wasser is responsible for three of the highest ranked graduate programs in applied business/information technology in the nation and is Executive Director of Carnegie Mellon’s CIO Institute. Andy leads full-time, part-time, and executive education programs in information technology, security, risk, and analytics. He also oversees the top ranked Business Intelligence & Data Analytics program for full-time and distance master’s students. Before entering academia, Andy served as the Director of Mellon Financial Corporation’s Project Office, where he and his team achieved CMMI certification for over 1,000 software professionals. At Mellon, Andy established an enterprise-wide offshore IT sourcing program, successfully implementing standard practices for workload selection, vendor management, compliance, and reporting. For six years, Andy served as the CIO of the Dreyfus Corporation, leading more than 200 technologists at one of the nation’s leading mutual fund and retirement services companies. Andy has a degree in economics from The University of Chicago and an MS degree in industrial administration from Carnegie Mellon University.
Glenn Wegryn, CAP
Executive Director, Center for Business Analytics
University of Cincinnati

Glenn Wegryn is a proven leader of analytics organizations in supply chain, planning, sourcing, inventory, revenue, consumer and trade analytics. He has held organizational leadership, project management, technology development, and analysis roles of increasing impact and responsibility at Procter & Gamble over a 28 year career. He currently serves as Executive Director of the Center for Business Analytics at UC and leads an independent Analytics consultancy. He holds a BS in Quantitative Analysis from Indiana University Kelley School of Business and is a Certified Analytics Professional by The Institute for Operations Research and the Management Sciences (INFORMS).

BIG DATA TEACHING AND INFRASTRUCTURE

Many instructors face the need to add big data tools and techniques to traditional management science courses. This requires new teaching approaches, along with decisions on software and server infrastructure to be used in these courses. In this session Dr. Sridhar Nerur of the University of Texas at Arlington will share his experience and advice on teaching methods and infrastructure options for working with large data sets. The presentation will be followed by an open question and answer session.

Randy Napier, PhD (Session Chair)
Department of Information Systems and Operations Management
University of Texas at Arlington

Before joining the faculty at the University of Texas at Arlington, Randy Napier logged over 25 years in management and consulting, with the last 15 years dedicated to enterprise software and business process optimization projects. He currently teaches courses in Management Science, Operations Management, and Enterprise Resource Planning and is actively engaged in promoting and recruiting for the University’s Master of Science in Business Analytics degree program.

His qualifications include a PhD in Operations Management from the University of Texas at Arlington. He also holds a BA in Economics from Northwestern University, an MS in Accounting from Florida International University, and a Doctor of Jurisprudence degree from the University of Houston Law Center. Dr. Napier writes and speaks on emerging trends in technology and operations management.

Sridhar Nerur
Department of Information Systems and Operations Management
University of Texas at Arlington

Sridhar Nerur is a Professor of Information Systems at the University of Texas at Arlington (UTA). He holds an engineering degree in electronics from Bangalore University, a PGDM (MBA) from the Indian Institute of Management, Bangalore, India, and a PhD in business administration from the University of Texas at Arlington. As the Chair of the Graduate Studies Committee on Business Analytics, he is responsible for the Master of Science in Business Analytics program at UTA. In addition, he oversees the mandatory capstone project in Business Analytics and teaches three electives, namely, data science using python, Big Data analytics, and social network analysis. His research
has been published in the *MIS Quarterly*, *Strategic Management Journal*, *Communications of the ACM*, *Communications of the AIS*, *The DATA BASE for Advances in Information Systems*, *European Journal of Information Systems*, *Information Systems Management*, *Information & Management*, and the *Journal of International Business Studies*. He has also served on the editorial boards of the *European Journal of Information Systems (EJIS)* and the *Journal of Association for Information Systems (JAIS)*. His research and teaching interests include social networks, machine learning/AI, text analytics, neuroeconomics, and agile software development.

**EFFECTIVE RECRUITING**

This session explores effective recruiting and admissions practices aimed at attracting the most qualified students.

**Kathryn E. Caggiano**

Professor of Practice  
Operations Research and Information Engineering  
Cornell University

Kathryn Caggiano received a BS in Mathematics from the College of William and Mary in 1990 and a PhD in Operations Research from Cornell University in 1998. Prior to returning to Cornell in 2007, Kathryn was an Assistant Professor of Operations and Information Management in the School of Business at the University of Wisconsin-Madison. Outside of academia, she worked for several years in technology and supply chain consulting with Price Waterhouse and PeopleSoft Supply Chain Solutions. In her current role as Director of Master of Engineering Studies she is actively involved in the professional preparation and development of ORIE students at both the undergraduate and graduate levels. Under her leadership, the ORIE MEng program was selected as a Finalist for the 2012 UPS George D. Smith Prize, INFORMS’ flagship award for outstanding practical preparation of O.R. students.

**Michelle Li** (Session Chair)  
Director, Master of Business Analytics Program  
MIT

Michelle Li is the Director of the Master of Business Analytics (MBAn) program, a joint collaboration between the MIT Sloan School of Management and the Operations Research Center. Alongside MIT leadership and faculty, she helped to design and launch the program in 2015. Michelle currently oversees all aspects of the MIT MBAn program – including designing the curriculum, setting admissions policies, teaching, hiring faculty, supporting career development, and building corporate partnerships. Prior to 2015, Michelle worked in the Office of the Dean on Strategic Projects for the MIT Sloan Portfolio of Programs.

Prior to MIT, Michelle served as the Director of the Global Technology Group at UBS Investment Bank. She has over 10 years of experience in Technology Investment Banking and Corporate Finance. She is a CFA Charterholder and received a Master of Engineering and Bachelor of Science in Computer Science and Operations Research from Cornell University College of Engineering.
Candice Ashmore McLemore
Corporate Relations Manager, Master of Science in Analytics Program
Georgia Tech

Candice McLemore is the Corporate Relations Manager for the Master of Science in Analytics program in the H. Milton Stewart School of Industrial & Systems Engineering at Georgia Tech. In 2014, Candice joined the MS Analytics leadership team to establish the Corporate Relations function for the program. In this capacity, she supports Analytics students with career placement and career development in addition to building and maintaining relations with corporate partners and employers.

Prior to this role Candice was the Campus Recruiting Manager at Turner Broadcasting. She has over 18 years of experience as a Talent Acquisition and Human Resources professional within the media, technology, finance & accounting, and retail industries.

Candice received her undergraduate degree in business economics from Florida A&M University and a Masters in Human Resource Development from Georgia State University. She is actively involved in the Metro Atlanta FAMU Alumni Association and a member of the National Association for Colleges and Employers (NACE), MBA Career Services Employer Alliance, INFORMS, and Technology Association of Georgia (TAG).

ALUMNI ENGAGEMENT
Program directors will describe how their Analytics Programs engage alumni in Program Delivery, Program Design, Career Planning & Placement, and Development. Presentations will be followed by a Q&A panel discussion.

Melissa R. Bowers, PhD (Session Chair)
Associate Professor and Beaman Professor of Business
Department of Business Analytics and Statistics
Haslam College of Business
University of Tennessee

Eric Eisenstein
Director of the MS in Business Analytics, Department of Statistical Science
Director of Graduate Programs, Department of Marketing & Supply Chain Mgmt.
Chair of the Undergraduate Program Committee at the Fox School of Business
Temple University

Dr. Eisenstein is the Director of the MS in Business Analytics in the Department of Statistical Science, Director of Graduate Programs in the Department of Marketing and Supply Chain Management, and Chair of the Undergraduate Program Committee at the Fox School of Business, Temple University. He teaches data analytics, strategy, and marketing. In his research, Dr. Eisenstein studies the psychology of expertise, how to improve decision making, and strategic analytics.

Prior to becoming an academic, Dr. Eisenstein worked at Mercer Management Consulting (now Oliver Wyman) where he focused on management of technology and marketing research in the financial services and
telecommunications industries. His teams won the outstanding team award three times consecutively; clients invested over $30 million based on the recommendations of his teams, and the teams’ strategic recommendations affected over $10 billion in revenue and $2 billion in profits. Dr. Eisenstein continues to consult for companies and charities.

Dr. Eisenstein earned his PhD in Applied Economics and an MA in Statistics at the Wharton School of Business, University of Pennsylvania. He also graduated from the Management and Technology dual degree program at the University of Pennsylvania, where he concurrently earned a BS in Economics from Wharton and a BS in Computer Systems Engineering from the School of Engineering and Applied Science. Dr. Eisenstein lives with his wife and three children outside of Philadelphia.

Diego Klabjan, CAP
Professor, Industrial Engineering and Management Sciences
Director, Master of Science in Analytics, Northwestern University

Diego Klabjan is a professor at Northwestern University, Department of Industrial Engineering and Management Sciences. He is also Founding Director, Master of Science in Analytics. He obtained his doctorate in 1999 in Algorithms, Combinatorics, and Optimization from the School of Industrial and Systems Engineering of the Georgia Institute of Technology, and in the same year he joined the University of Illinois at Urbana-Champaign. In 2007 he became an associate professor at Northwestern and in 2012 he was promoted to a full professor. His research is focused on machine learning, deep learning and analytics with concentration in finance, transportation, sport, and bioinformatics. Professor Klabjan has led projects with large companies such as Intel, Baxter, Allstate, AbbVie, FedEx Express, General Motors, United Continental, and many others, and he is also assisting numerous start-ups with their analytics needs. He is also a founder of Opex Analytics LLC.

Robert McGrath
Director for Graduate Programs in Analytics & Data Science
University of New Hampshire

Dr. McGrath is an Everett B. Sackett Associate Professor at the University of New Hampshire. He is also founder and Director for Graduate Programs in Analytics and Data Science at UNH. He holds an appointment in the Department of Health Management and Policy in the College of Health and Human Services at the University of New Hampshire.

His academic focus surrounds health data and information issues for healthcare practice and policy. From 2003 until 2008 he served as the executive director of the NH Health Information Center at UNH. He has directed a number of health IT programs, including NH Connects for Health, the NH Health Care Interoperability Project, the Health Information Security and Privacy Project, and helped guide the first Health Information Exchange Strategic Plan for New Hampshire.

His concurrent research focuses on health disparities for families with children with genetically derived and chronic health conditions. He is a research affiliate at the Institute on Disability and the Institute for Health Policy, and is past Policy Fellow at the Carsey Institute.
INDUSTRY PANEL
This panel serves as an opportunity for industry representatives to share their views on academic options and curriculum for data science/analytics degrees and training.

Pooja Dewan
Chief Data Scientist
BNSF Railway

Pooja Dewan is the Chief Data Scientist at BNSF Railway (BNSF) where she has led the Operations Research (O.R.) and Advanced Analytics group for the past 14 years. In her 19 years with BNSF, Pooja has worked as an internal consultant for several groups, managed the O.R. group and led two regional teams for Locomotive Distribution and Planning. Pooja Dewan has been a member of INFORMS since 1993 and RAS (INFORMS Railway Application Section) since 1999. Over the years, she has lead several initiatives that have touched upon many activities conducted by RAS and INFORMS, and has been instrumental in sponsoring activities that help bridge the gap between practice and academia. Among the several leadership initiatives, the major ones include: RAS officer, organized RAS Workshop, RAS Newsletter Editor (2004–2013), RAS Student Paper Chair (2004–2008), Semi-finalist in the Edelman competition (2009), Edelman Organizing Committee (2011–current), Edelman Judging Committee (2012–current), INFORMS Analytics Conference Organizing committee (2013–current), Analytics Award Judge (2011–2014), Analytics Award Committee Chair (2013–2015), and Edelman Gala Chair (2016–2017) and Edelman Award Chair (2019–2020). She was recognized with INFORMS Volunteer Service Awards and RAS Prestigious Member award in 2017 for her contributions to INFORMS. She received her MS and PhD from Pennsylvania State University and is an author of several research publications that appear in various scientific journals.

Myra Gonzalez (Session Co-Chair)
Director, MS Analytics
Texas A&M University

Myra serves as Director of the Master of Science in Analytics program at Texas A&M University. She coordinates marketing, admissions, advising, as well as many other administrative aspects of the program.

Myra has been employed at Texas A&M University since 1996. Through her experience in admissions, academic scholarships, advising, honors, and financial aid she has had the pleasure of supporting and recruiting many Texas Aggies and earning a Tradition of Excellence Staff Award.

Myra received a Bachelor of Arts in International Studies with a minor in Business and completed a Master of Arts in Spanish Literature from Texas A&M University.
Brian Klute
Principal Data Scientist
Mayo Clinic

Brian Klute is a Principal Data Scientist for Mayo Clinic’s internal consulting group. His background includes consulting, banking and finance, high tech, and health systems experiences. His specific interest is in advancing an evidence-based approach for the development of optimal access-based decisions that addresses balancing patient need and organizational effectiveness. Drawing on a broad range of experience including predictive analytics work for access decisions in banking and healthcare, he has been involved in medical access system design and decision making approaches for the past seven years. Brian’s education includes a Bachelor of Science in Mechanical Engineering from the United States Air Force Academy, a master’s degree in business from the University of Michigan, and a master’s degree in analytics from Texas A&M University.

Randy Napier (Session Co-Chair)
Department of Information Systems and Operations Management
University of Texas at Arlington

Walter A. Storm
Data Scientist and LM Fellow, Lockheed Martin Corporation

Walter Storm is the principal data scientist for Lockheed Martin. In this role, he has the responsibility of advancing the state-of-the-art in advanced analytics, machine learning, and artificial intelligence. He is also responsible for guiding the corporation toward extracting value from these emerging techniques.

Walter is an accomplished software developer, data scientist, and quantitative analyst with experience in many diverse domains. He has successfully applied his analysis techniques to: advanced flight control systems; aircraft operations and global sustainment; performance-based logistics and supply chain analysis; program management and proposal development; human capital and workforce intelligence; contract negotiations; and buy-side finance for a $2.5B multistrategy hedge fund.

Before returning to Lockheed Martin in 2014, Walter worked for Ford Motor Company, Procter & Gamble, Tobyhanna Army Depot, and BBT Capital Management LLC. His analysis experience includes applications within manufacturing, acoustic testing and harmonic analysis, hardware/software integration, verification and validation, intelligent cooperative command and control systems, risk management, program management, business development, and investment management.

Walter holds a BS in Aerospace Engineering from Embry-Riddle Aeronautical University, and an MS in Systems Engineering from Southern Methodist University. He is a graduate of Lockheed Martin’s Engineering Leadership Development Program and is a Lockheed Martin Fellow.
2018 MAPD ORGANIZING COMMITTEE

COMMITTEE CHAIR

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Associate Dean of Business Analytics
Inmar Presidential Chair of Analytics
Wake Forest University School of Business

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Haslam College of Business, University of Tennessee

Mike Fry
Professor & Head, Dept. of Operations, Business Analytics & Information Systems
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