

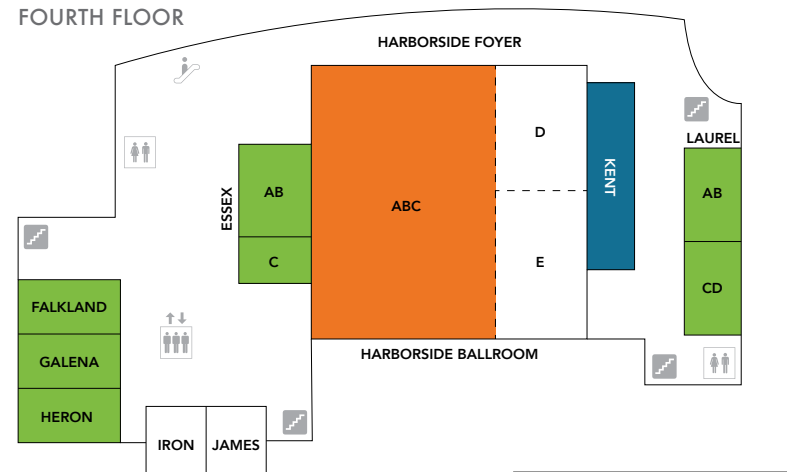
MONDAY

MONDAY AT A GLANCE

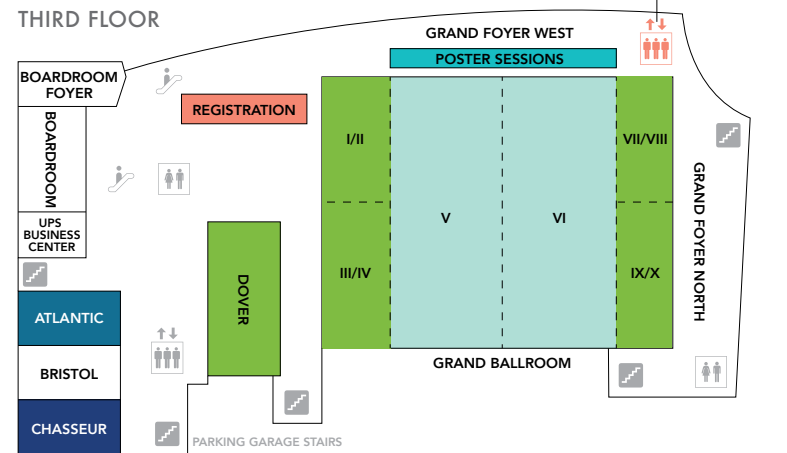
- 7am–5pm **Registration**, Grand Ballroom Foyer
- 7–8am **Continental Breakfast**, Harborside Ballroom ABC
- 7–8am **Analytics Connect Employment Outlook Panel**, Waterview ABC
- 8–9am **Welcome & Opening Plenary: Bill Schmarzo, formerly with Dell EMC Global Services**, Harborside Ballroom ABC
- 9am–4:30pm **Exhibits Open**, Grand Ballroom V & VI
- 9am–5pm **Analytics Connect Interviews**, Grand Ballroom V & VI **(By Appointment)**
- 9:10am–4:30pm **Tracks**, Various Rooms
- 9:10am–12:20pm **Syngenta Crop Challenge**, Waterview D
- 9:10am–1pm **O.R. & Analytics Student Competition**, Kent
- 10–10:30am **Refreshment Break with Exhibitors**, Grand Ballroom V & VI
- 12:30–1:45pm **Networking Lunch**, Harborside Ballroom ABC
- 2:45–3:35pm **Refreshment Break with Poster Session & Exhibits**, Grand Ballroom Foyer & Grand Ballroom V & VI
- 3:05–3:35pm **CAPs & Coffee**, Chasseur **(Invitation Only)**
- 4:40–5:30pm **Networking Reception**, Harborside Foyer
- 5–6pm **Women in OR/MS: Cocktails & Questions with Diane Bryant, COO Google Cloud**, Kent
- 6–7pm **Honors Reception**, Dover **(Invitation Only)**
- 7–10pm **2018 Edelman Gala**, Harborside Ballroom



- NETWORKING
- POSTERS
- TRACKS
- EXHIBITS
- INFORMS PRIZES
- PLENARY
- CAREER



LOBBY LEVEL - WATERVIEW ROOMS, located behind Apropos's Restaurant or accessible by 3rd floor elevator



Download the INFORMS Meetings App or visit www.2018analytics.com

WI-FI CODE: **informs18**



Scan here for the latest schedule updates for **MONDAY, APRIL 16**



TRACKS	T1 Analytics Process	T2 Decision & Risk Analysis	T3 Revenue Mgmt. & Pricing	T4 Supply Chain Analytics	T5 2018 Franz Edelman Award Competition	T6 INFORMS Prizes & Special Sessions	T7 Predictive Analytics	T8 Analytics in Crime & Government	T9 Big Data & Data Mining	T10 Technology Tutorials	T11 Technology Tutorials	T12 Technology Tutorials
ROOM	GRAND BR I/II	GRAND BR III/IV	GRAND BR VII/VIII	GRAND BR IX/X	DOVER	ESSEX AB	ESSEX C	LAUREL AB	LAUREL CD	FALKLAND	GALENA	HERON
9:10–10:00am	Analytics Book of Knowledge <i>James Cochran, University of Alabama</i>	Intuition vs. Analytics: The Role in Executive Decision Making <i>Jay Liebowitz, Harrisburg University of Science & Technology</i>	Dynamic Pricing in a Two-sided Marketplace <i>Robert L. Phillips, Uber</i>	Aligning Analytics & Culture: Is Your Org. Ready for the Indust. Digital Transformation <i>Michael Bentley, Revenue Analytics</i>	Turner Blazes a Trail for Audience Targeting on TV with O.R. & Adv. Analytics <i>Turner Broadcasting Systems, Inc.</i>	2017 INFORMS Prize Reprise <i>U.S. Air Force</i>	Hierarch. Statist. Demand Forecasting at Dow Chemical <i>Ameya Dhaygude & Barnali Bhattacharjee, Dow Chemical</i>	Using Simulation to Predict & Improve Autoscaling Behavior for Yelp's Distributed Sys. <i>David R. Morrison, Yelp</i>	Four Things Women in Data Science Can Learn From Game of Thrones <i>Jennifer Priestley, Kennesaw State Univ.</i>	anyLogistix Supply Chain Software: New Features & Roadmap <i>Timofey Popkov & Robert de Souza, AnyLogic Company</i>	A DOCplex and ODH CPLEX Python Primer <i>Joshua Woodruff & Robert Ashford, Optimization Direct</i>	Automatic Benders Decomposition in CPLEX <i>Ed Klotz, IBM</i>
10:30–11:20am	Doing Data Science at Scale <i>Gridhar Tatavarty, 84.51°</i>	Trade-off Analytics <i>Greg Parnell, University of Arkansas</i>	Predictive Modeling for Contract Pricing <i>Nancy Pyron, Analytics, Strategic, and Organizational Consultant</i>	E-commerce Site 'Click' Data & Machine Learning for Stock-out Costs & Inventory Pricing <i>Ray Ermenwein, Walmart</i>	Analytics Makes Inventory Planning a Lights-Out Activity at Intel Corporation <i>Intel Corporation</i>	2017 Wagner Prize Reprise <i>Lehigh University & the Pennsylvania Department of Corrections</i>	Enabling State-of-the-art Time-series Forecasting <i>Anssi Kaki, UPM-Kymmene Corp.</i>	Concepts for Optimal Resource Mgmt. in Command & Control <i>Richard G. McGrath, U.S. Naval Academy</i>	Forecasting Airport Transfer Passenger Flow using ML & Real-time Data <i>Yael S. Grushka-Cockayne, UVA</i>	Building & Solving Optim. Models with SAS <i>Rob Pratt & Ed Hughes, SAS</i>	Introducing the New API and Conic Solver in Artelys Knitro 11.0 <i>Richard Waltz, Artelys Corp.</i>	Why Data Science Projects Fail to Activate <i>Todd Jones, WebbMason</i>
11:30am–12:20pm	You Have a Model, So What? <i>Anu Raman, Monsanto</i>	Prepare or Wait? The Marine Forces Reserve Hurricane Decision Simulator <i>Eva Regnier, Naval Postgraduate School</i>	Revenue Mgmt. in the Self-storage Industry <i>Ahmet Kuyumcu, Prorize</i>	Communicating the New Machine: Human Insight at Machine Scale <i>Kristian Hammond, Narrative Science</i>	Natural Gas Pipeline Transmission Optim. for CNPC <i>China National Petroleum Corporation</i>	Panel: Professional Development for Analytics Professionals	Text Analytic Approach to Match Customers with Agents in Online Service Centers <i>Noyan Ilk, Florida State Univ.</i>	Prescriptive Analytics for Political District.: An Example from Germany <i>Marco Lübbecke, RWTH Aachen Univ.</i>	A Blockchain & Business Analytics Case Study <i>Michael Zargham, BlockScience</i>	Gurobi Compute Server & Instant Cloud <i>Michel Jaczynski, Gurobi Optimization</i>	Optimization Modeling Tools from LINDO Systems <i>Mark Wiley, LINDO Systems, Inc.</i>	Learn How to Perform Text Mining in Business Analytics <i>Adam Bendriss Alami, Provalis Research</i>
1:50–2:40pm	Analytic Practice in the Assessment Div. (N81) <i>LCDR Connor McLemore, Office of the Chief of Naval Operations</i>	O.R. Inside P&C: Sizzling Business Appl. of Analytics in Insurance <i>Marty Ellingsworth, Salt Creek Analytics</i>	Maximizing the Total Travel Experience at American Airlines <i>Marcial Lapp, American Airlines</i>	Building an Analytics Culture at Avnet <i>Lalit Wadhwa, Avnet</i>	Collab. Syst. Analytics: Est. Effective Clinical Practice Guidelines for Adv. Congenital Cardiac Care <i>Pediatric Heart Network</i>	2017 INFORMS Prize Reprise <i>The Walt Disney Company</i>	Winning Small & Medium Businesses through Digital Insights <i>Ity Kanoria, Hewlett Packard Enterprise</i>	Using Public Data: Accuracy of N. Amer. Ind. Class. Syst. Codes at U.S. Census Bureau <i>John Cuffe, U.S. Census Bureau</i>	Connected Marketplace Dynamics <i>Manjeet Singh, DHL Supply Chain</i>	How to Deploy your ML and Optimization Models to Empower Non-technical Business Users <i>Jim Williams, FICO</i>	Optimizing Hydropower Generation <i>Violette Berge, Artelys Corp.</i>	Optimization-Simulation: How to Test Models Without Disrupting Operations <i>Patricia Randall, Princeton Consultants</i>
2:45–3:35pm	Poster Session and Refreshment Break with Exhibits				Using O.R. to Repurpose Wireless Spectrum <i>FCC</i>	Poster Session and Refreshment Break with Exhibits						
3:40–4:30pm	Starting Strong & Finishing Effectively: Techniques for Driving Actionable Results <i>Tim Wilson & Lea Pica, Search Discovery</i>	Indication Sequencing: Complex Decision Making in the Pharma. Industry <i>Steve Hamlen, Kromite LLC</i>	RM & Pricing Analytics: Innov. Rev. Mgmt. Appl. to Drive Organic Rev. Uplift <i>Dan Iliescu, Revenue Analytics</i>	Check Mobile App for any Schedule Changes	Opticar–Forecast, Simulation & Optim. for Vehical Rentals <i>Europcar</i>	Panel: Competing with CAP	Mktg. Lang. Optim. using Natural Lang. Processing Techniques: High Impact Copy that Maximizes ROI <i>Pavan Korada, Zeta Global</i>	Predict. & Prescriptive Models of Cybercrime & Cybersecurity Invest. under Network Vulnerability <i>Anna Nagurney, UMass</i>	Improving Forecasting Process using Machine Learning <i>Bahadir Aral, SAS Institute Inc.</i>	AMPL in the Cloud: Using Online Services to Dev. & Deploy Optim. Apps through Algebraic Model. <i>AMPL Optimization</i>	ALAMO: Machine Learning from Data and First Principles <i>Nick Sahinidis, The Optimization Firm</i>	JMP Pro & the Analytics Workflow <i>Mia Stephens, JMP, a Division of SAS</i>