

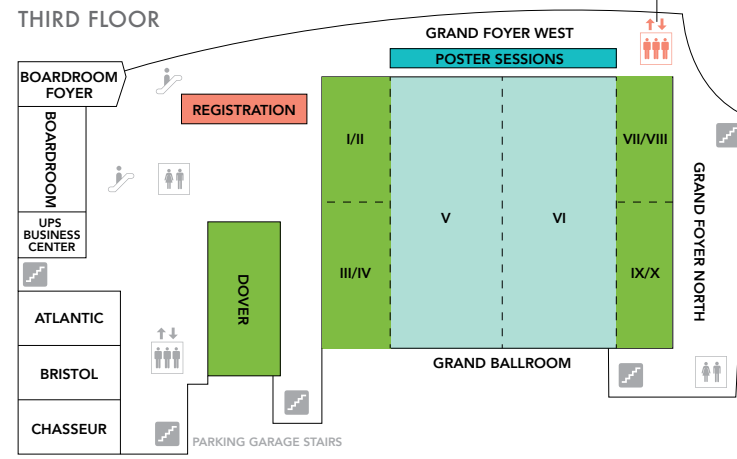
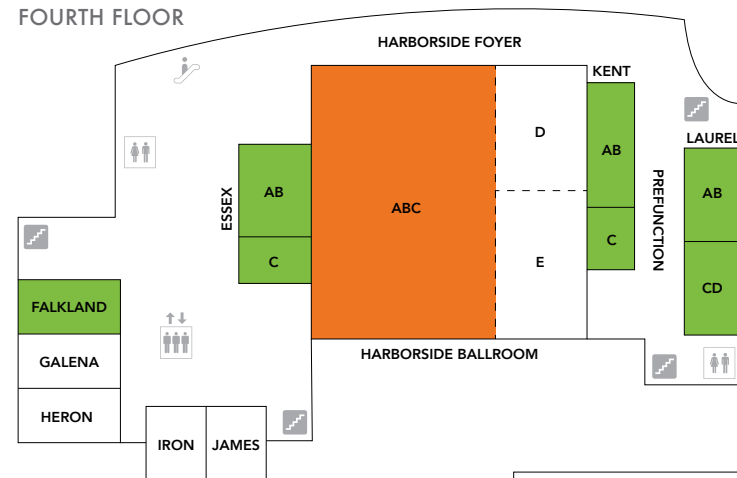
TUESDAY



TUESDAY AT A GLANCE

- 7am–3pm **Registration**, Grand Ballroom Foyer
- 7–8am **Continental Breakfast**, Harborside Ballroom ABC
- 7–8am **Analytics Society Recognition Breakfast**, Waterview AB (**Invitation Only**)
- 7–8am **Women in OR/MS Breakfast Talk**, Waterview CD
- 8–9am **Plenary: Bruce Greenstein, U.S. Department of Health and Human Services**, Harborside Ballroom ABC
- 9am–5pm **Analytics Connect Interviews**, Grand Ballroom V & VI (**By Appointment**)
- 9am–3:40pm **Exhibits Open**, Grand Ballroom V & VI
- 9:10am–5:30pm **Tracks**, Various Rooms
- 10–10:30am **Refreshment Break with Exhibitors**, Grand Ballroom V & VI
- 12:30–1:45pm **Lunch & Awards**, Harborside Ballroom ABC
- 2:45–3:35pm **Refreshment Break with Poster Session & Exhibits**, Grand Ballroom Foyer & Grand Ballroom V & VI
- 3:40–4:30pm **2018 Edelman Reprise Presentation**, Harborside Ballroom ABC

- NETWORKING
- POSTERS
- TRACKS
- EXHIBITS
- 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 **TUESDAY, APRIL 17**



TRACKS	T13 Marketing Analytics	T14 Analytics on Unstructured Data	T15 Analytics Leadership	T16 Emerging Analytics	T17 Analytics in Public Sector	T18 INFORMS Prizes & Special Sessions	T19 Supply Chain & Logistics	T20 Analytics Process	T21 Prescriptive Analytics	T22 Technology Tutorials	T23 Technology Tutorials
ROOM	GRAND BR I/II	GRAND BR III/IV	GRAND BR VII/VIII	GRAND BR IX/X	DOVER	ESSEX AB	ESSEX C	KENT AB	KENT C	LAUREL AB	LAUREL CD
9:10–10:00am	Methods for Measuring Ad Effect.: Experimental & Observ. Methods w/ Validation Techniques <i>Robert Moakler, Facebook</i>	Using Unstructured Data Analytics to Find Corporate Acquisition Targets <i>Anuradha Bhamidipaty, IBM</i>	Creating Value from Data at HHS <i>Mona Siddiqui, U.S. Department of Health & Human Services</i>	Using AI to Optimize Retail Operations <i>Michael Feindt, Blue Yonder</i>	Army Data Analytics: Moving from a Coalition of the Willing to a Total Army Approach <i>Charles T. Brandon, III, Department of the Army</i>	IAAA Finalists <i>BNSF Railway IBM</i>	Facilitating the Shift Toward a Data Driven Culture Using Human Centric Analytics <i>Christina Jane Phillips, Univ. of Leeds</i>	“Should We?” Not Just “Can We?”: Ethical Considerations in Data Science & Bus. Analytics <i>Scott Nestler, Univ. of Notre Dame</i>	Applying O.R. in Trait Introgression to Improve Monsanto Traited Products <i>Bing Liu, Monsanto</i>	Analytics Model Review & Validation <i>Irv Lustig, Princeton Consultants, Inc.</i>	Predictive & Prescriptive Analytics with MATLAB <i>Mary Fenelon, MathWorks</i>
10:30–11:20am	Decisions w/ Confidence: Using Experiments & Predictive Modeling to Make Roll-Out Decisions <i>Brian Pujanauski, Applied Predictive Technologies</i>	Picking Winners: A Framework for Venture Capital Investment <i>Tauhid Zaman, MIT</i>	Cognitive Data Science: The Correct Algorithm Makes All the Difference <i>Bill Roberts, Deloitte Consulting LLP</i>	Applying NLP to Improve Customer Experience at Southwest <i>Vijay Wadhwa, Southwest Airlines</i>	Advanced Analytics at the National Geospatial-Intelligence Agency <i>Jon Breece, NGA</i>	IAAA Finalists <i>IBM Macy’s</i>	Secure Distributed Comput. Processing for Industry Statist. Data <i>Cavan Paul Capps, U.S. Census Bureau</i>	Embedding Analytics in a Healthcare Org. <i>Nick Kastango, Memorial Sloan Kettering Cancer Center</i>	A Quality Analytics Decision Tool <i>Shanshan Qiu, Ford Motor Company</i>	Bring Your Analytics & Sim. to Your Fingertips through Open Source <i>Patrick McCreesh, Chris Brown, Ryan Haughey & Tyler Buffum, Booz Allen</i>	16 Tips for Teaching a Marketing Analytics Course <i>Spencer Halford, Stukent</i>
11:30–12:20pm	Using Purchase Intelligence to Target & Measure Ad Campaigns <i>Warren Hearnes, Cardlytics</i>	Unstructured Data Analysis for Classification & Anomaly Detection <i>Stuart Price, Elder Research</i>	How we Built an Enterprise Analytics Function (Almost) Overnight <i>Polly Mitchell-Guthrie, UNC Healthcare System</i>	Using Advanced Analytics in Healthcare to Predict Sepsis Risk & Patient Outcome <i>Muge Capan, Drexel University</i>	Analytics for Public Good: How to Get Legislators to Understand (and Act On!) Your Policy Analysis <i>Arne W. Owens, United States Senate</i>	IAAA Finalists <i>Northwestern University Schneider</i>	Modeling & Analyzing Nonprofit Org. Emerg. Food & Community Social Service Oper. <i>Mary E. Helander, IBM TJ Watson Research Center</i>	Toward Strategic “Jingle” Success: An Interplay of Business & Music Analytics <i>Joseph Dery, Bentley University</i>	Economic Decision Making for Sustainable Manufacturing <i>Douglas Thomas, National Institute of Standards and Technology</i>	Keep it Simple: Getting Analytics Results with Less Cost, Time & Risk <i>Daniel Fylstra, Frontline Systems, Inc.</i>	Simulation & Scheduling Software All in One! <i>Renee Thiesing and Katie Prochaska, Simio Simulation & Scheduling Software</i>
1:50–2:40pm	Measuring Brand Favorability using Large-scale Social Media Data <i>Wendy Moe, University of Maryland</i>	Appl. of Robust Principal Component Analysis for Dimension Reduction & Anomaly Detection <i>Randy Paffenroth, WPI</i>	The History & Current State of Analytics Education <i>Terry Harrison, Penn State, and Missie Bowers, Univ. of Tennessee-Knoxville</i>	Building a Digital Thread with Machine Learning & IoT Analytics in Complex Manufacturing Environ. <i>Michael Schultenfrei, Optimal+</i>	Appl. of Maryland Open Data Portal <i>Mike Morello, Maryland Governor’s Office of Performance Improvement</i>	Panel: Advancing Women’s Excellence in the Field of Data Analytics	Simulation Modeling for Reliable Biomass Supply Chain Design Under Oper. Disruptions <i>Bhavna Sharma, Oak Ridge National Lab.</i>	Bringing Competition to the Analytics Classroom: Getting Started <i>Cody Baldwin, Brigham Young University-Hawaii</i>	The Challenges of Optim. in a Start-up <i>Simon Lee, Homer Logistics</i>	Is Dash Boarding Enough? Exploration is the Future of Big Data and Bus. Intel. <i>James Harroun, SAS Education & Practice</i>	Enhanced Model Deployment & Solution in GAMS <i>Steve Dirkse, GAMS Development</i>
2:45–3:35pm	Poster Session and Refreshment Break with Exhibits										
4:40–5:30pm	Beyond Beer Preferences: New Data Sourcing for Targeting <i>Luke Thompson, Applectart</i>	Assembling Struct. & Unstruct. Data to Adv. Next Generation Analytics in Agriculture <i>Bill Danker, Syngenta</i>	L3adersh1p: Influencing the D&A Community <i>Cenk Tunasar, KPMG</i>	The Future of Data Analytics: Coupling AI with Immersive Environ. <i>Ciro Donalek & Justin Gantenberg, Virtualitics</i>	Redesign & Reengage: Leverage Open Data & New Citizen Engagement Models to Improve Govt. & Democracy <i>Tony Fung, GovInsight</i>	UPS George D. Smith Prize Reprise, 2018 Winner	Application of Data Science in Corporate Real Estate & Workplace Design <i>Christopher Jerde, Gensler</i>	Predictive Model to Proliferate Spend Propensity Among Freemium Mobile Gamers <i>Sridhar Vaithianathan, IMT Hyderabad</i>	What do Credit Scores, Blockchains, & Vehic. Nav. Syst. Have in Common? Profiting from Optim. w/ Imperfect Data <i>Jim Bander, Toyota Financial Services</i>	Predictive Model Prototyping with the R caret Package <i>Matthew A. Lanham, Purdue University</i>	Retail-as-a-Service from JD.com <i>Zuo-Jun Max Shen, JD.com</i>