

MONDAY, APRIL 11



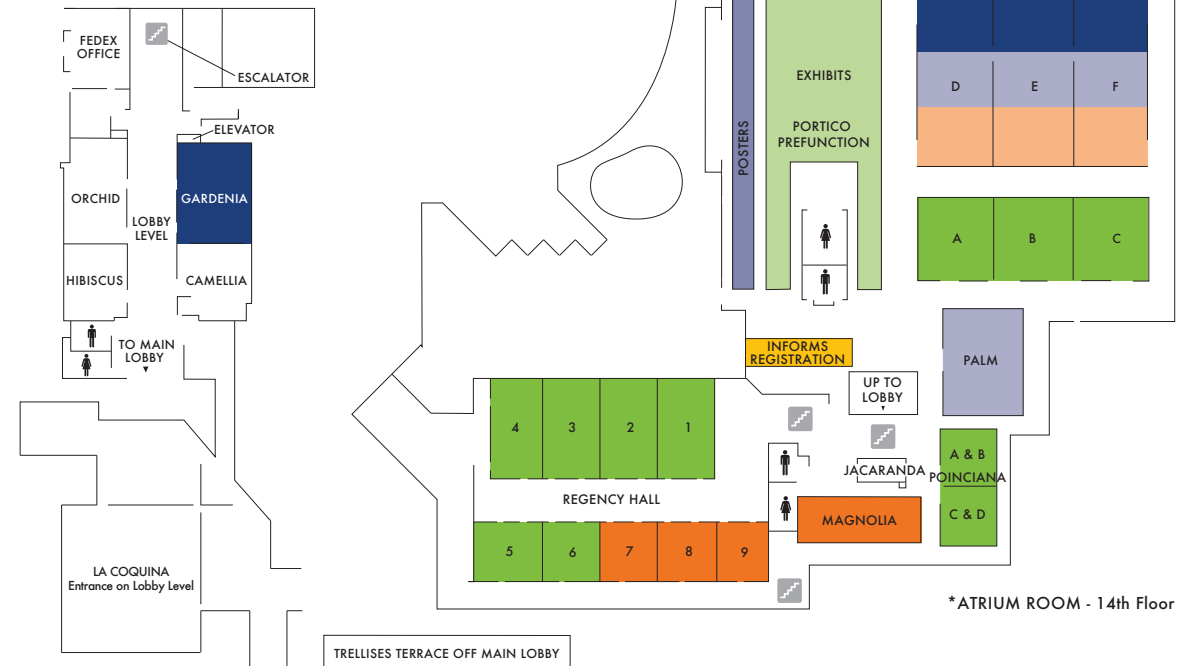
MONDAY AT A GLANCE

- 7am-6:30pm **Registration**, Portico Prefunction
- 7-8am **Continental Breakfast**, Grand Cypress DEF
- 7-8am **Analytics Employment Outlook Panel**, Magnolia
- 9:10am-12:20pm **Syngenta Crop Challenge in Analytics**, Gardenia
- 8-9am **Opening Plenary: Paul Ballew, Ford Motor Company**, Grand Cypress DEF
- 9am-4:30pm **Exhibits Open**, Portico Prefunction
- 9am-5pm **Analytics Career Fair Interviews (By Appointment)**, Regency 7, 8, & 9
- 9:10am-4:30pm **Tracks**, Various Rooms
- 10-10:30am **Refreshment Break with Exhibits**, Portico Prefunction
- 12:30-1:45pm **Lunch and Networking**, Grand Cypress DEF
- 2:45-3:35pm **Poster Session & Dessert Break**, Portico Prefunction
- 4:40-5:30pm **Networking Break**, Pool Deck
- 6-7pm **Honors Reception (Invitation Only)**, Palm
- 7-10pm **Edelman Gala**, Grand Cypress Ballroom

For more information download the **INFORMS Meetings App** or visit the website <http://meetings.informs.org/analytics2016>



WIRELESS ACCESS CODE: **informs2016**



LOBBY LEVEL

LOWER LEVEL



TRACKS	T1 Marketing Analytics	T2 Healthcare & Life Science	T3 Revenue Management & Pricing	T4 2016 Franz Edelman Award Competition	T5 Supply Chain Analytics	T6 INFORMS Prizes & Special Sessions	T7 Analytics Process	T8 Predictive Analytics/ Forecasting	T9 Optimization	T10 Technology Tutorials	T11 Technology Tutorials	T12 Technology Tutorials	
ROOM	GRAND A	GRAND B	GRAND C	PALM	REGENCY 1	REGENCY 2	REGENCY 3	REGENCY 4	REGENCY 5	REGENCY 6	POINCIANA AB	POINCIANA CD	
9:10–10:00am	Applying Opt Alignment Techniques to Identify Canonical Product Adoption Patterns Alex Vayner & Travis Litherland, <i>Equifax</i>	Promise of Big Data in Healthcare Nilay Shah, <i>Mayo Clinic</i>	Analytics of Promotions: Pricing & Promotion Vehicle Planning Georgia Perakis, <i>MIT</i>	Transition State & End State Opt used in BNY Mellon U.S. Tri-Party Repo Reform Program BNY Mellon	Global SC Network Opt Opportunities Across Business Units Katy Clark, <i>Walt Disney Company</i>	2015 INFORMS Prize Margery Connor, Bill Klimack, & Yan Zhu <i>Chevron</i>	State of O.R. in U.S. Army: O.R. 75th Anniversary Perspective Greg H. Parlier, <i>Inst. for Defense Analyses</i>	Improving Forecast Quality in SC Robert Fildes, <i>Lancaster U</i>	Optimizing Workforce of an Electric Utility Sanjay Melkote, <i>IBM Global Business Services</i>	Anaconda: One Platform for Analytics, Modeling, & Applications <i>Continuum Analytics</i>	The Role of Algebraic Modeling Languages in Industrial Optimization <i>GAMS</i>	Discover How to use IBM Decision Opt Python API <i>IBM/Decision Opt</i>	
10:30–11:20am	Use at Your Own Risk: Perils of Implementing Advanced Marketing Analytics James Lemieux, <i>GM</i>	Art & Science are Strategic Allies in War on Waste Deveet Halda, <i>Abbott Laboratories</i>	The (Analytics) Revolution in Hotel Distribution: Challenges & Opportunities Andrew Rubinacci, <i>IHG</i>	Bayesian Networks for Combat Equipment Diagnostics & Opt <i>U.S. Army Communications Electronics Command</i>	From Medicine to Mining: Playing on Edge of Business to Provoke Innovation with Data Craig Brabec, <i>McKesson Corporation</i>	2015 Daniel H. Wagner Prize Eva K. Lee	Fifty Minutes with Five Minute Analyst Harrison Schramm, CAP <i>CANA Advisors</i>	Out of the Black Box: Advanced Analytics Merges into Planning & Forecasting Leonard Oppenheimer, <i>IBM</i>	100% Renewable Electricity Generation in France? Key Lessons Guillaume Jean Tarel, <i>Artelys</i>	The Analytic Tool Kit: A Case Study with JMP Pro <i>SAS JMP Pro</i>	Recent Advances in Artelys Nitro Nonlinear Opt Solver <i>Artelys</i>	Anylogic, Simulation Modeling Software for Professionals <i>AnyLogic NA</i>	
11:30–12:20pm	Eye Tracking: A Review of Concepts, Metrics & Findings Michel Wedel, <i>U of Maryland</i>	Cross-industry Pollination of Analytic Methods – Lessons for Healthcare Improvement Gregory Pine, <i>MPA Healthcare Solutions</i>	An Evolution of Cargo Revenue Management - Practice of Organizational Enablement David O. King, <i>United Airlines</i>	New York City Police Department’s Domain Awareness System <i>NYPD</i>	Empowering Analysts to Employ Inventory Analytics Sean Willems, <i>U of Tennessee</i>	Meet the Member-in-Chief: Ed, Edelman, & Editor’s Cut Edward H. Kaplan <i>Yale University</i>	Presenting & Communicating Analytics Results Effectively for Senior Management Subhashish Samaddar, <i>Georgia State U</i>	So You Can Predict Future—Big Deal Now Change it Alex Cosmas, <i>Booz Allen Hamilton</i>	Optimization under Uncertainty for Demand Response in Smart Grid Prasanna GNS, <i>IIITB</i>	The Business Case for Opt & Gurobi <i>Gurobi Optimization.</i>	Optimization & Discrete-Event Simulation w SAS <i>SAS</i>	Analyzing Unstructured Data from Presidential Debates using SAS Text Mining <i>SAS EDU / GAP</i>	
1:50–2:40pm	Process Mining - Road to a Superior Customer Experience Pieter Van Bouwel & Wouter Bucknix <i>Python Predictions</i>	Transparency Tool: Many Users, Little Savings Jon Gabel, <i>NORC</i>	Implementation Considerations for Machine Learning in Retail Demand Forecasting Ron Menich, <i>Predictix, LLC</i>	O.R. Transforms Scheduling of Chilean Soccer Leagues & SA World Cup Qualifiers <i>ANFP</i>	How to Succeed in Adoption of SC Analytics Noha Tohamy, <i>Gartner</i>	Quickstart Data Science: Learn How to Create Real World Models using Data Science & Machine Learning Dan Steinberg <i>Salford Systems</i>	Creating Actionable Analytics to Drive Frontline Decision Making Eric Stephens, CAP, <i>Vanderbilt Medical Center</i>	Demand Forecasting Curry Weston Hilton, <i>U of Alabama</i>	From Opt Models to Advanced Decision Support: A Manufacturing Planning & Scheduling Case Study Filippo Focacci, <i>IBM</i>	Opt Modeling Made Easy <i>LINDO</i>	Developing Opt Applications Quickly & Effectively with Algebraic Modeling <i>AMPL</i>	Discover How to Use IBM SPSS Modeler Gold <i>IBM/SPSS Modeler</i>	
2:45–3:35pm				UPS ORION Project <i>UPS</i>	Poster Session and Dessert in Portico Prefunction								
3:40–4:30pm	Analytics Cannot Imbue You with a Soul Daymond Ling, <i>Seneca College</i>	On the Application of Sparse Matrix Algorithms to Medical Claims Data Bill Roberts, <i>Deloitte Consulting</i>	New Landscape of Media Revenue Management Wes Chaar, <i>Turner Broadcasting System, Inc.</i>	360i’s Pulse Generating \$1B in Revenue <i>360i</i>	SC Disruptors Noha Tohamy, <i>Gartner</i> , Kumar Balasubramanian, <i>Intel Corporation</i> , Lalit Wadhwa, <i>Avnet</i>	Cognitive Tech: Next Step for Data & Analytics Tom Davenport, <i>Babson College</i> , Julia Kirby, <i>Harvard Business Review</i> & <i>Harvard U Press</i>	Dynamic Simulation to Improve Population Health: V.A. & Hepatitis C Tom Rust, <i>Veterans Affairs</i>	Psych of Credit & Reasons for Default: Potential Value in Modeling Loss Given Default Galina Andreeva, <i>U of Edinburgh</i>	Optimizing Labor Strategy of a Professional Service Firm Haitaio Li, <i>U of Missouri- St. Louis</i>	Solving Large Scale Opt Problems using CPLEX Opt Studio <i>Optimization Direct</i>	Artelys Crystal: Software for Power Supply-Demand Adequacy Analysis <i>Artelys Corp.</i>	Creating Interactive Analytics on Web with Forio Epicenter <i>Forio</i>	