

Time	Track	Business	Presenter	Presentation Title	Location
7:15 - 8:45am	Breakfast & Registration				Fantasia H-Q
9:00 - 9:15am	Conference Welcome				Fantasia A-G
9:15 - 10:15am	Conference Keynote Address	<i>Invited Speaker</i>	Steve Wozniak, Chief Scientist, Primary Data & Apple Co-Founder	<i>A Conversation with Woz</i>	Fantasia A-G
10:15 - 10:30am	Break with Drinks and Refreshments Provided by Dole Packaged Foods				Fantasia Lobby
10:30 - 11:30am	Morning Keynote Address	<i>comScore</i>	Carol Hinnant, Senior Vice President, National Television Sales	<i>Tuning in With Data: Learn How Big Data is Helping to Fine Tune a Retailer's TV Advertising Approach</i>	Fantasia A-G
11:30am - 1:00pm	Lunch Presented by comScore				Fantasia H-Q
1:00 - 1:50pm	Data & Technology	<i>Teradata</i>	Peter MacKenzie, Services Dir for Artificial Intelligence in America	<i>Artificial Intelligence & Deep Learning</i>	<i>Sorcerer's Apprentice 3</i>
	Marketing & Consumer Insights	<i>Walt Disney Parks & Resorts</i>	Nate Vadeboncoeur, Manager, Advanced Analytics & Optimization Daniel Rios-Doria, Manager, Advanced Analytics & Optimization Mgr BJ Price, Manager, Advanced Analytics & Optimization Mgr	<i>Whipping Your Evil Data Into Wickedly Good Marketing Insights</i>	<i>Grand Republic B-D</i>
	Advanced Analytics	<i>Harvard University</i>	Samuel Kou, Professor of Statistics	<i>Big Data, Internet and Disease Detection: A Statistical Adventure</i>	<i>Sorcerer's Apprentice 1-2</i>
	Beyond the Numbers	<i>Adobe</i>	Steve Hammond, Sr. Director, Adobe Marketing Cloud	<i>Applying Analytics Across Experiences</i>	<i>Grand Republic A</i>
1:50 - 2:10pm	Break with Drinks and Refreshments Provided by Dole Packaged Foods				Fantasia Lobby
2:10 - 3:00pm	Data & Technology	<i>Atos & Pegasystems</i>	Brian Denker, VP, Business Development and Customer Experience, zData Inc. Steve Rudolph, VP, Communications and Media Business Line, Pegasystems	<i>Operationalizing Insights: Changing the Game in IP Lifecycle Management</i>	<i>Grand Republic A</i>
	Marketing & Consumer Insights	<i>Unifi Software</i>	Scott Wiesner, Disney Global Account Executive Varun Reddy, Senior Data Analyst	<i>Actionable Audience Analytics in Disney ABC Television Group</i>	<i>Sorcerer's Apprentice 3</i>
	Advanced Analytics	<i>Procter & Gamble</i>	David Dittmann, Director Business Intelligence & Analytics	<i>Rapid Fire Analytics: Surviving the Disruption</i>	<i>Grand Republic B-D</i>
	Beyond the Numbers	<i>University of Houston</i>	Andy Hines, Assistant Professor	<i>The Role of Data in Exploring the Future</i>	<i>Sorcerer's Apprentice 1-2</i>
3:00 - 3:20pm	House of Mouse Snack Break				Fantasia Lobby
3:20 - 4:10pm	Data & Technology	<i>IBM</i>	Adam Kocoloski, Fellow and CTO, Analytics Platform & Cloud Data Services	<i>Offline First: Bringing Data & Analytics to the Edge</i>	<i>Sorcerer's Apprentice 1-2</i>
	Marketing & Consumer Insights	<i>Disney Research</i>	Maarten Bos, Research Scientist	<i>Introduction Into Behavioral Economics</i>	<i>Grand Republic B-D</i>
	Advanced Analytics	<i>West Point</i>	Maj. Jill Wisniewski, Major, Department of Systems Engineering & Ops Researcher/Systems Analyst	<i>Architecting Analytic Capability for Open Source Intelligence</i>	<i>Sorcerer's Apprentice 3</i>
	Beyond the Numbers	<i>Amplitude & Disney ABC Television Group</i>	Justin Bauer, VP of Product, Amplitude Ely Liu, Sr. Manager, Digital Analytics, Freeform Research	<i>Analytics Amplified</i>	<i>Grand Republic A</i>
4:10 - 4:30pm	Break with Drinks and Refreshments Provided by Dole Packaged Foods				Fantasia Lobby
4:30 - 5:30pm	End-of-Day Keynote Address	<i>SAP</i>	Janaki Kumar, VP, SAP Design & Head of AppHaus Palo Alto, SAP Labs, Palo Alto	<i>Drowning in Data and Starving for Insight?</i>	Fantasia A-G
5:30 - 6:30pm	Dinner				Fantasia H-Q/Lobby
6:30 - 9:30pm	A Truly Wicked Affair				2nd Floor Contemporary

THURSDAY, AUGUST 24th

Time	Track	Business	Presenter	Presentation Title	Location
7:15 - 8:45am	Breakfast & Registration				Fantasia H-Q
9:00 - 9:10am	Conference Welcome - Day 2				Fantasia A-G
9:10 - 10:10am	Conference Keynote Address 2	ABC News	Rebecca Jarvis, Chief Business, Technology & Economics Correspondent	No Limits: How to Build Your Team, Promote Your Brand, and Position Yourself for Success in a World Where the Only Constant is Change	Fantasia A-G
10:10 - 10:20am	Break with Drinks and Refreshments Provided by Dole Packaged Foods				Fantasia Lobby
10:20 - 11:20am	Morning Keynote Address	Salesforce	Arijit Sengupta, Head of Einstein Discovery	AI Is The New BI: How Human-Machine Collaboration Leads To Better Business Results	Fantasia A-G
11:20am - 1:00pm	Lunch				Fantasia H-Q
	Disney Data and Analytics Women Lunch Panel presented by Salesforce				Ballroom of the Americas
1:00 - 2:00pm	Afternoon Keynote Address	SAS & Wounded Warrior Project	I-Sah Hsieh, Corporate Social Innovation Director, SAS Michael Linnington, Chief Executive Officer, Wounded Warrior Project	Data for Good: How Wounded Warrior Project Is Finding the Beauty in Its Data	Fantasia A-G
2:00 - 2:10pm	Break with Drinks and Refreshments Provided by Dole Packaged Foods				Fantasia Lobby
2:10 - 3:00pm	Data & Technology	Deloitte	Jay Samit, Deloitte Digital Vice Chairman	Digital Reality & the Future of Out-of-Home Entertainment	Grand Republic A
	Marketing & Consumer Insights	Disney ABC Television Group	Lisa Dracolakis, Director, Consumer Insights Irene Lane, Vice President, Consumer Insights	Young America: The Generation That Will Change Everything	Sorcerer's Apprentice 1-2
	Advanced Analytics	Walt Disney Parks & Resorts	McKay Curtis, Sr. Principal, Decision Science	Measuring the Unmeasurable	Grand Republic B-D
	Beyond the Numbers	Start to Finish PM, Inc.	Ernie Baker, President	The 10 Things Projects Should Start With	Sorcerer's Apprentice 3
3:00 - 3:10pm	Heroes and Villains Snack Break				Fantasia Lobby
3:10 - 4:00pm	Data & Technology	Walt Disney Parks & Resorts Walt Disney Attractions Technology	Scott Fought, Experience Insights Data Services Manager, WDP&R Cait Rahm-Wynne, Lead Database Administrator, WDAT John Muscardin, Principal Database Administrator, WDAT	Better Data Science Through Better SQL	Sorcerer's Apprentice 3
	Marketing & Consumer Insights	Shareablee & North Highland Consulting	Tania Yuki, Founder & CEO, Shareablee Bill Caswell, Principal, North Highland Consulting	Building the Future with Weak Signals: Going Beyond Social Listening Into Human Understanding	Sorcerer's Apprentice 1-2
	Advanced Analytics	Georgia Institute of Technology	Eva Lee, Professor & Director of Center for Operations Research in Medicine and Health Care	Innovation in Big Data Analytics	Grand Republic A
	Beyond the Numbers	Walt Disney Parks & Resorts	Cara J. Dienes, Consulting Director, Decision Science	Ghost Analytics: Methods That Will Haunt You	Grand Republic B-D
4:00 - 4:10pm	Break with Drinks and Refreshments Provided by Dole Packaged Foods				Fantasia Lobby
4:10 - 5:00pm	Data & Technology	Walt Disney Attractions Technology Walt Disney Parks & Resorts	Dave MacLean, Lead Technical Architect, WDAT Jason Fischer, Conservation Programs Mgr, WDP&R	Identifying Interesting Events from Videos of Bird Nests	Grand Republic A
	Marketing & Consumer Insights	ESPN	Chris Barton, Director, Advertising & Marketing Intelligence Ricky Cedrone, Assoc. Director, Advertising & Marketing Intelligence	Getting Ready for Game Time: A New Approach to Promo Optimization	Sorcerer's Apprentice 1-2
	Advanced Analytics	Disney Research	Stephan Mandt, Research Scientist Leonid Sigal, Sr. Research Scientist	Deep Learning, Far Reaching: An Introduction	Sorcerer's Apprentice 3
	Beyond the Numbers	Mixpanel	Jessica Wang, Director of Product Marketing	The Attention Economy: Growing Audiences Through User Analytics	Grand Republic B-D
Thank You for Attending!					