

## 4<sup>th</sup> Annual Analytics Symposium Program Delivering Business Value Through Analytics and AI

- 08:00 a.m. – 08:30 a.m. Registration and breakfast (Champion 1)
- 08:30 a.m. – 08:45 a.m. Welcome Address (Dean Harry Dombroski - UTA College of Business)
- 08:45 a.m. – 09:35 a.m. Tech Talk: **“Bringing Reality to Artificial Intelligence”**  
(Dr. Brett Wujek -SAS)
- 09:35 a.m. – 09:50 a.m. Coffee and networking break
- 09:50 a.m. – 10:40 a.m. Panel Discussion: **Preparing for a Digital Transformation: Challenges in becoming an Analytics Leader**
- 10:40 a.m. – 11:30 a.m. Tech Talk **“Is Your Big Data the Holy Grail, or Full of Holes?”**  
(Dr. Eric Haney – Lonestar Analytics)
- 11:30 a.m. – 01:00 p.m. Lunch and Student Data Science Competition Presentations (Pier 1 – Adam Carpenter)
- 01:00 p.m. – 01:50 p.m. Tech Talk: **“Blockchain in Action”**  
(Rich Meszaros – Accenture Digital)
- 01:50 p.m. – 02:40 p.m. Panel Discussion: **Identifying, hiring and retaining good analytics talent**
- 02:40 p.m. – 02:55 p.m. Coffee and networking break (refreshment at the foyer)
- 02:55 p.m. – 03:45 p.m. Tech Talk: **“How does a 100-year old company innovate? The Digital journey at Halliburton”**  
(Joseph Winston - Halliburton)
- 03:45 p.m. - 04:00 p.m. Closing message (Dr. Radha Mahapatra – Chair, UTA Information Systems and Operations Management Department)

Student Poster Presentations – Foyer outside meeting hall 8 am - 4 pm.

MC: Dr. Greg Frazier – Senior Associate Dean and Professor of Operations Management, UTA College of Business.

Panel Discussions:

**Preparing for a Digital Transformation: Challenges in becoming an Analytics Leader**

**Moderator:** Brian White (Ericsson)

**Panel members:**

- David Nutchey (Alcon)
- Lauren Bui (Christus Health)
- Vidhya Balakrishnan (Sabre)

**Identifying, hiring and retaining good analytics talent**

**Moderator:** Gavin Berry (Sogeti)

**Panel members:**

- Unni Rajendran (SEAD Solutions)
- Dr. Heather Avery (Aflac)
- Jeevan Bobbili (Alcon)

### **Title: “Bringing Reality to Artificial Intelligence”**

This talk focuses on bringing some reality to artificial intelligence...trying to clear away the buzzwords and hype, and convey some concrete examples and go one level deep into some of the analytical techniques behind it all, as well as covering some practical business implications.



**Dr. Bret Wujek** is a Principal Scientist in the Artificial Intelligence and Machine Learning R&D Division at SAS Institute, Inc. He helps evangelize and guide the direction of artificial intelligence development at SAS, particularly in the areas of data mining, machine learning, and deep learning. Brett previously led the development of process integration and design exploration technologies at Dassault Systèmes, helping architect and implement industry-leading computer-aided optimization software for product design applications. His formal education is in design optimization methodologies and surrogate modeling. He received his PhD from the University of Notre Dame in 1997 for his work in developing efficient algorithms and automation strategies for multidisciplinary design optimization.

### **Title: “Is Your Big Data the Holy Grail, or Full of Holes?”**

Data has been called the “new oil” but some organizations have more success than others. Issues like privacy, bias, data quality and shifting behavior are just a few challenges. These can leave us feeling like our data is full of holes, not the holy grail. This talk will highlight some ways executives who rely on data analytics can watch for pot holes on the road to Big Data nirvana.



**Dr. Eric Haney** is the CTO for Lone Star Analytics. Eric has been an integral member of the Lone Star team since joining in 2014. Responsible for guiding the technical direction of the company, he has successfully managed the development and roll-out of many new software applications. He has also designed the training program around our flagship real-time analytics platform. His principal goal is to connect individuals with the information required to make pragmatic, objective decisions. He led the execution of client engagements in the aerospace & defense, logistics, and transportation markets. He received his PhD in Aerospace Engineering from the University of Texas at Arlington. His dissertation is titled “Data Engineering in Aerospace Systems Design & Forecasting. His academic research has been published in The Aeronautical Journal.

**Title: "Blockchain in Action"**

Are you asking yourself: What is blockchain? Where do I use it? And, how will it create value? If you are, you're not alone!! This session will discuss blockchain fundamentals, leading use cases where it is pioneering transparent and secure business processes and how it is poised to drive profound, positive change across businesses, communities and society.



**Rich Meszaros** is a Managing Director in Accenture Digital and is the global lead of the IoT Connected Commerce practice focusing on designing, enabling and optimizing new commerce models in the emerging Internet of Things (IoT) world. Rich has over 20 years of industry experience in managing consumer products for global marketplaces. He positions companies for accelerated, sustainable growth by focusing on customer needs, paired with strong analytical, collaborative and decisive leadership. Rich is a forerunner in creating innovative products, transformational marketing programs, and world-class online and mobile transactional sites.

**Title: "How does a 100-year-old company innovate? The Digital Journey At Halliburton"**

Digital Transformation is occurring across the globe. The addition of Digital Technology as a way of bringing value to business processes is a technique Halliburton has successfully used for decades. This presentation traces both the internal and external uses of Digital Transformation across the past 100 years at Halliburton. The presentation ends with a brief glimpse of future challenges.



**Joseph Winston** heads Innovation at Halliburton Digital Solutions and he is responsible for the strategic direction the company takes on technology. Joseph has close to 25 years of oil and gas experience. He has previously worked at Halliburton-Landmark as Principal Architect and before that had his own company that consulted for supermajor energy research groups. Joseph transforms Halliburton's services through the introduction of digital technologies. He provides the vision and leadership to bring digital transformation into product suite. His extensive experience includes working with Blockchain, Cloud architectures, Big Data, Deep Learning, IIoT (Industrial Internet of Things), and Analytics.