Business Analytics for Executives

New for 2019, this track is designed to help executives leverage data and analytics to improve decision-making skills and better lead data science teams within their organization. It’s ideal for executives and managers who may not have a background in analytics but are seeing it used across their organization and need to have a better understanding of the basic fundamentals. This track is organized by the Ivy Executive MBA program and moderated by Sam DeMarie, director of the Ivy Executive MBA and associate professor of management.

<table>
<thead>
<tr>
<th>Capacity</th>
<th>Cost</th>
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<tbody>
<tr>
<td>32 people</td>
<td>$199</td>
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Sessions

Analytics 101 for Executives

Kevin Scheibe is a Kingland Faculty Fellow in Business Analytics and associate professor of management information systems at Iowa State University. He received a Ph.D. from Virginia Polytechnic Institute and State University, an Executive MBA from California State University, San Marcos, and a B.S. in computer science from Biola University. His teaching interests include machine learning and business analytics, decision support systems, and management information systems. He has over 15 years of experience teaching at graduate and undergraduate levels and has developed and delivered courses in the U.S. and abroad. His research interests concentrate on the value of business analytics in IT privacy and security, supply chain risk, location analytics, and wireless telecommunications. Prior to academia he spent ten years in industry as a software engineer, IT consultant, and director of operations for a real estate investment company.
Human Resource Analytics

Mike Howe is an assistant professor in the management department of the Ivy College of Business at Iowa State University. Prior to joining Iowa State, he held several positions in strategic supply chain management and new product development at John Deere and was subsequently on the faculty at the University of Alabama. He holds a B.S. in mechanical engineering from the University of Cincinnati and an MBA in supply chain management and a Ph.D. in organizational behavior/human resources from Michigan State University. His research interests include adaptation, data science, decision making, turnover, and research methods. His research has been published in many leading academic journals.

Marketing Analytics: Details coming soon!

Panel Discussion: Leading with Data and Analytics

Jim Summers is the Max J. Wortman, Jr. Professor and associate professor of management at Ivy College of Business at Iowa State University. He earned his Ph.D. at Florida State University in organizational behavior and human resources management. He has taught courses on contemporary leadership, negotiation, organizational behavior, and human resource management across undergraduate, MBA, and doctoral levels, and led study abroad courses to several countries. Jim was awarded the Junior Faculty Research Award from the College of Business in 2014 and the Exemplary Faculty Mentor Award in 2017. His research interests include team structure and change, social influence processes including political skill, stigma and status, the nature of work relationships, and executive work design. Jim has published his work in numerous leading academic journals.

Kate Guess is the senior director of human resources at Vermeer Corporation. She holds responsibility for both human resources and corporate communications at the global industrial and agricultural equipment company. Prior to joining Vermeer, Kate held marketing and communication positions at Motorola, Maytag, Polaris, and Cold Stone Creamery. Kate earned a B.S. in journalism and mass communication from Iowa State University and a MBA from the University of Northern Iowa.

Betsy McVay is vice president and chief analytics officer for UnityPoint Health.