

BUSINESS » ANALYTICS SYMPOSIUM «

2019 Breakout Sessions

Session 1 (9:40-10:40 am)

Predicting Patterns of Severe Injuries in Agribusiness Industries Using Latent Class Analysis and Neural Networks

Fatemeh Davoudi, Assistant Professor of Manufacturing Technology, San Jose State University

Room 313-314
Finance and Insurance
Analytics

Despite the financial burden of occupational incidents, there is little research on high-cost occupational injuries in bulk storage facilities in the United States. This study addressed this gap by identifying distinctive patterns of severe injuries in agribusiness industries. The analytical approach and results of this study will aid safety practitioners to identify occupational risks, analyze the underlying causes of injuries, and inform safety intervention plans to avoid the occurrence of similar incidents in agribusiness industries.

Dr. Fatemeh Davoudi completed her Ph.D. in industrial and agricultural technology, with a minor in statistics, at Iowa State University in August 2018. Her research interests and expertise include predictive analytics and machine learning in industrial systems, and industrial ergonomics in occupational injuries. She is currently an assistant professor in manufacturing technology at San Jose State University.

Shine with Shiny: An Introduction to Interactive Data Visualization using R Shiny

Haema Nilakanta and Sakshi Arya
School of Statistics, University of Minnesota Twin Cities

Room 318
Getting Started with Analytics

In this session, using real data, you will get an interactive experience building a web-based app with R Shiny. R Shiny builds an interactive application so that users who are not familiar with R can still explore and learn from data. Familiarity with R is recommended for this session.

Haema Nilakanta is a Ph.D. candidate in the School of Statistics at the University of Minnesota. She earned a Bachelor of Science in mathematics from Iowa State University and a master's degree in statistics from the University of Minnesota. Prior to joining the Ph.D. program, she worked with the Association for Women in Science and the George Washington University Biostatistics Center in Washington, D.C. Haema's research interests include statistical network analysis, Markov chain Monte Carlo, sampling, and statistical applications to population research, public health, and public policy.

Sakshi Arya is a Ph.D. candidate in the School of Statistics at the University of Minnesota. Her research interests include nonparametric methods, multi-armed bandits with covariates, sequential decision making, personalized medicine, and network analysis. She received her bachelor's degree in mathematics from Delhi University and her master's degree in mathematics from Tata Institute for Fundamental Research in Bangalore, India.

Practical Applications of Data Science in Government

Tom Schenk Jr., Director of Analytics, KPMG

Room 319
Government Analytics

Data science provides an opportunity to improve the quality of life for residents. Yet, leaders have often struggled to incorporate data-driven decisions into their daily workflow. This session will cover applied examples of how analytics can meaningfully improve government, ranging from informing policy to making direct improvements to operations and management. We will

discuss how an incremental path can be built combining quick-wins and long-term planning so there is meaningful and manageable change. This session will also provide case studies on how advanced analytics can be used in daily work and how they can be adapted to meet agency-specific needs.

Tom Schenk Jr. is the director of analytics at KPMG where he heads the smart city and government analytics practice. Tom has previously served as chief data officer for the City of Chicago and director of institutional effectiveness for the Iowa Department of Education. He has led in developing the use of advanced analytics in government, providing free and open data to the public, and overseen technology transformation to improve the efficiency of technology operations. Tom is the co-founder and inaugural chair of the Civic Analytics Network at Harvard University's Kennedy School of Government, where he formed a network of heads of data, analytics, and innovation. He has written numerous academic publications, book chapters, and authored the book "Circos Data Visualization." He earned a master's degree in economics from Iowa State University and a B.A. from Drake University.

Machine Learning Framework for Cyber-Enabled Manufacturing

Room 315-316

Adarsh Krishnamurthy, Assistant Professor of Mechanical Engineering, Iowa State University

Manufacturing Analytics

Machine learning based design for manufacturing attempts to fill the gap between computer-aided design and manufacturing by providing manufacturability feedback during the design process. Machine learning can be used to develop a framework to analyze and provide interactive feedback about the manufacturability of a particular design based on the manufacturing processes and tools available. This can be performed using GPU accelerated algorithms to convert boundary-representation of the CAD models to volume representation, and then using 3D convolutional neural network for feature recognition and analysis. This talk will give an overview of the utility of machine learning algorithms in cyber-enabled manufacturing.

Adarsh Krishnamurthy is an assistant professor in the Mechanical Engineering department at Iowa State University, where he currently leads the Integrated Design and Engineering Analysis (IDEA) lab. Prior to this, he was a post-doctoral researcher in the bioengineering department at UC San Diego. He received his Ph.D. in mechanical engineering from UC Berkeley and his bachelor's and master's degrees from the Indian Institute of Technology, Madras. His research interests include computer-aided design (CAD), GPU and parallel algorithms, cyber-enabled manufacturing, biomechanics, patient-specific heart modeling, solid mechanics, computational geometry, and ultrasonic non-destructive testing. He has more than 10 years of experience in developing GPU algorithms for interactive mechanical CAD that includes spline evaluations, surface intersections, minimum distance computations, volume integration, and more.

Ready, Set, KABOOM

Room 308

Cheryl O'Hern, Marketing Strategist, Spin Markket

Small Business Analytics / Marketing Analytics

Marketing strategies and plans can either EXPLODE with positive results or crash and burn. So how do you manage the data and information you collect from the successes and failures to grow your marketing campaigns and your bottom-line? Leave the presentation with knowledge on how to incorporate a variety of digital platforms, understanding the importance of your online presence, and practical tips on how to use your data to achieve the campaign results outlined while being more efficient and effective.

As a marketing strategist, **Cheryl O'Hern** develops innovative campaigns across a wide range of businesses that create the experience to engage the heart and minds of the targeted audiences. By utilizing data that evaluates the behaviors, interests, diversity and experience to the right market at the right time, she can ultimately drive the results her clients are seeking. Cheryl is known as an envelope pusher with Kickstarter marketing in a freshly brewed social and digital world. After years in the corporate circle, she ventured out as a small business owner in 2012 with Spin Markket. With a background in a variety of Fortune 500 businesses and marketing platforms, she brings a wide knowledge base of experiences for her clients. Several of her campaigns have garnered national attention and notice by both the industries that they represent and media giants.

Ruan: Utilizing Technology and Analytics to Mitigate Risk

Dan Greteman, Vice President and Chief Information Officer, and Allison Meiners, Director of Safety Programs, Ruan Transportation Management Systems

Room 317

Transportation and Supply Chain Analytics

Ruan has invested in technologies (both mobility and in-cab) to help ensure safety for our professional drivers, as well as the motoring public. Ruan leverages both structured and unstructured data collected from various sources and media in conjunction with predictive analytics and optimization software to analyze and react both proactively and reactively to keep folks safe. This session will discuss the collection, management, and use of this type of data.

Dan Greteman is vice president and chief information officer for Ruan Transportation Management Systems, and has worked in the technology field for more than 31 years. After graduating with a Bachelor of Science degree in computer engineering from Iowa State University, Dan began his career in the Communications and High-Tech division at Accenture, a \$35B global management consulting, technology services and outsourcing company. During this time, he gained diverse experience in large-scale IT delivery, sales, relationship management, telecommunications, IT operations and program management disciplines, and was named partner in 2000. After Accenture, Dan joined Nationwide's Allied Group, a \$10.1B business unit within Nationwide, where he ultimately served as senior vice president and chief information officer. Dan led several key distribution channels and product lines for Nationwide, including customer service, billing, commercial, farm, specialty, and excess and surplus. Dan was responsible for delivering a \$250M multi-year, post-merger integration program to improve alignment between Nationwide and Allied commercial lines products, processes and technology platforms, reducing expense and facilitating geographical expansion.

Allison Meiners is the director of safety programs for Ruan Transportation Management Systems and has 10 years of experience in the transportation industry. After graduating with a logistics and supply chain management degree from Iowa State University in 2009, Allison began her career with Ruan as a management trainee. During her time at Ruan, she has held various positions in multiple areas of the business including logistics analyst, project manager, assistant terminal manager, safety manager, safety compliance manager, and most recently, director of safety programs. Allison's responsibilities include overseeing an organizational initiative to keep Ruan's professional drivers safe on the road using Ruan's proprietary Megasafe Safety Program, thorough training, technology, and self-discipline. She leads regulatory compliance and safety policies and develops and executes safety programs across the organization.

Session 2 (11:00 am-noon)

GLMs vs Gradient Boosted Trees: A Practical Comparison for Insurance Data

Mark Jones, Director, PwC

Room 313-314

Finance and Insurance Analytics

Mark Jones is an actuary and data scientist and leads PwC's Actuarial Services Advanced Analytics practice in the United States. He has 24 years of experience working within the industry developing analytical solutions for underwriting, ratemaking, claims, reserving and marketing.

Power to the People: Self-Service Analytics Has Arrived!

Saurabh Walke, Customer Success Engagement Manager, ThoughtSpot

Tim McGuire, Sales Director, ThoughtSpot

Paul Peters, Systems Engineer, ThoughtSpot

Room 318

Getting Started with Analytics

According to Gartner, "no analytics vendor is fully addressing both enterprises' IT-driven requirements and business users' requirements for ease of use." This session will focus on why advancements in search and AI-driven analytics are driving the "third wave of analytics," eliminating the need for technical training while equipping every businessperson with the ability to analyze data quickly and efficiently.

Saurabh Walke's passion is to bring value to his clients. He currently works as an engagement manager at ThoughtSpot Inc. focusing on delivery and account management. As a trusted business advisor, his stakeholders leverage his insights and experience to achieve long term ROI. He has particularly been involved with a portfolio of clients ranging from pharma, retail, insurance, banking, manufacturing and telecom industries delivering a 'search' based analytic solution to his clients. His sole focus has been on driving user enablement, adoption, and user experience.

Enabling Government Analytics and Decision-Making: Technology and Data Discovery

Room 319

Tom Schenk Jr., Director of Analytics, KPMG

Government Analytics

David Roederer, Director of the Iowa Department of Management

Cassandra Dorius, Assistant Professor, Department of Human Development and Family Studies, Iowa State University

Join Erin Mullenix, research director at the Iowa League of Cities and data analyst for the Iowa State University Extension Office of Community and Economic Development, for a conversation with Tom Schenk Jr., Dave Roederer, and Cassandra Dorius.

A Journey through Industrial IoT

Room 315-316

John McConeghey, Analytics and Reporting Manager, and

Manufacturing Analytics

Matt Edwards, Senior Engineering Manager – Operations, Pella Corporation

Internet of Things (IoT) is a hot topic with a wide array of uses and applications. Attend this session to learn how two manufacturing professionals explored this topic, convinced their leadership a proof of concept was an appropriate course of action, and the current status of their initiative. This will be an exploration of a project that is in progress and not yet complete. There are a lot of lessons to share so others can benefit from the experiences of the presenters.

John McConeghey is the manager for Analytics and Reporting at Pella Windows and Doors. John's responsibilities include overseeing the maintenance and upgrades of services and applications while simultaneously interacting with the business community to meet their evolving analytics needs. John believes in the motto "creativity before capital" and leverages his talented team to find unique and sustainable solutions for Pella's team members and business partners. John joined Pella Windows and Doors in 2005 as a senior system administrator, and in 2007 he was promoted to lead the server, storage, and desktop engineering teams. In the fall of 2013, John was positioned to lead the data warehouse functions for Pella Windows and Doors. In 2018, his role changed to lead a team dedicated to analytics and reporting. John uses the continuous improvement methodology (Kaizen) and is recognized as a continuous improvement team leader at Pella leading numerous business process improvement events. John holds a Bachelor of Science degree from Iowa State University, a Master of Business Administration from Drake University, and a Graduate Certificate in Analytics from Loras College.

Matt Edwards is the senior engineering manager for operations at Pella Corporation. Matt's responsibilities include the planning and execution of larger scale growth, capacity, and productivity initiatives across 12+ manufacturing plants. He has 25 years of lean process/product development and manufacturing experience in the areas of window materials fabrication and coatings; machine design, procurement, maintenance, and reliability; and automation and digital manufacturing industrial IoT. Matt holds a bachelor's degree in manufacturing engineering from North Dakota State University.

Actually Achieving a Unified View of Your Customer

Room 307

Madison Lang, Data & AI Strategist, and AnnMarie Fereday, Data & CX Strategist,

Marketing Analytics

Zirobi - a joint venture between Zirous and OBI

Out-of-the-box products and services promising marketers a 360-degree view of the customer are failing to deliver on their promises. See why data democratization is crucial if you want to segment and understand your customers in a way that actually differentiates you from your competition. Learn the strategy and requirements to capitalize on your ever-growing amount of customer data, and how to demonstrate the power and value to the business.

Madison Lang leads and oversees the direction of the Machine Learning practice area at Zirous, a leading technology services provider headquartered in West Des Moines. Madison excels at uncovering the business potential advanced analytics can bring to an organization, while strategically recommending process and cultural modifications to create the best return on investment. Her background includes a bachelor's degree in biomedical engineering, as well as an in-progress Master of Business Analytics, from the University of Iowa. Her previous roles have included leading multi-facility hospital systems through digital transformation as a technology consultant at Cerner Corporation, as well as project and account management with care collaboration platform TAVHealth.

A full-funnel, fun-loving marketer, **AnnMarie Fereday** uses data findings to craft marketing strategies for every stage of the customer journey. She's seasoned in customer segmentation, digital media buying, lead generation and content strategy development, using her knowledge to help ensure a fantastic customer experience for all.

Where's All the Good Data?

*Matthew Jackson, Director,
Small Business Development Center National Information Clearinghouse*

Room 308
Small Business Analytics

Data is everywhere and it can be difficult to discern what is most useful for small businesses and where to find it. Whether your business is a startup or looking to expand into new markets, good business decisions rely on quality data and insights. This session will explore the types of data most valuable for small business decision making, identify authoritative data sources, address common small business data pitfalls, and offer strategies for effective business analysis.

Matthew Jackson is the director of the Small Business Development Center National Information Clearinghouse (SBDCNet). The SBDCNet provides customized, in-depth business research and resources to small businesses and economic development organizations across the U.S. through the nation's network of Small Business Development Centers (SBDCs). Matthew is passionate about small business and entrepreneurship, technology and innovation, economic development, and community engagement. He has owned several small businesses and holds an MBA in technology management and a BBA in small business management and entrepreneurship.

Transportation Big Data Analytics

*Neal Hawkins, Associate Director, Institute for Transportation and Co-Director of the REACTOR Lab
Skylar Knickerbocker, Research Engineer, Institute for Transportation
Pranamesh Chakraborty, Pre-Doctoral Research Fellow, Iowa State University*

Room 317
Transportation and
Supply Chain Analytics

This session will provide practical examples of big data analytics for surface transportation decision support. This work is being carried out at the Institute for Transportation at Iowa State University through the REACTOR Lab (Real Time Analytics of Transportation Data). The speakers will share the data analytics performed for the Iowa DOT in terms of both performance metrics and alerting as well as several machine learning applications. The information will touch on both enterprise and cloud computing activities as well as future capabilities being worked on by the team.

Transportation Analytics: Practical Applications in Iowa

Neal Hawkins has thirty years of experience in traffic engineering, operations, and safety and serves in a number of research and leadership roles at the Institute for Transportation (InTrans) at Iowa State University. He is the associate director for InTrans and before that served as the director for two centers, CTRE (Center for Transportation Research and Education) and CWIMS (Center for Weather Impacts on Mobility and Safety). Neal is a PI and/or Co-PI on a number of safety, operations, and infrastructure-related projects and recently developed the CTRE Real Time Analytics of Transportation Data (REACTOR) Laboratory, a multi-disciplinary research endeavor.

Data Driven Performance and Safety

Skylar Knickerbocker has five years of experience in transportation engineering, working primarily in the areas of traffic operations, safety and asset management. He is a research engineer assisting in the management and support for several research projects for the Iowa Department of Transportation, Midwest Transportation Center, Strategic Highway Research Program, and the Federal Highway Administration. He received his M.S. in civil engineering from Iowa State University in 2012 and his B.S. in civil engineering from Missouri University of Science and Technology in 2011.

Big Data and AI for Transportation

Pranamesh Chakraborty is a pre-doctoral research fellow and a Ph.D. candidate at Iowa State University. His research focusses on applying deep-learning techniques and big data analytics for solving transportation engineering problems, particularly in Intelligent Transportation Systems (ITS). He has experience working on several research projects for the Iowa Department of Transportation, National Science Foundation, Nebraska Department of Roads, and Toyota's Collaborative Safety Research Center. He received his M.S. in civil engineering from the Indian Institute of Technology in Kanpur, India, in 2014 and his B.S. in civil engineering from Bengal Engineering and Science University in Shibpur, India, in 2012.

Session 3 (1:00-2:00 pm)

Optimizing an Insurance Company's Stock Price Using Analytics

Jeff Mulholland, FSA; Managing Director, PwC

Room 313-314

Finance and Insurance Analytics

Jeff Mulholland is a managing director in PwC's New York office and leads Actuarial Service's Insurance Financial Engineering team. He is responsible for advising both domestic and international clients on structured solutions, derivatives hedging, reinsurance and M&A transactions for the insurance and reinsurance industries, and has extensive experience in all of these areas. Since 1991, he has worked for premier investment banks and hedge funds in the sector. More specifically, Jeff founded Goldman Sachs' derivatives ALM business for the insurance and reinsurance industries, executing tens of billions of hedges while leading that business. His last position prior to PwC was running Societe Generale's Cross Asset Solutions business for insurance and reinsurance companies in the Americas, and founding and leading its global longevity business. The longevity business received the 2014 award from Insurance Risk as the best bank in the longevity sector based upon successful executions.

Data Analytics Government Style

David Roederer, Director, Iowa Department of Management

Room 319

Government Analytics

This session will explore how state government is utilizing data analytics, how it could use analytics, and will ask if this data should be used. We will discuss what, if any, limitations should be imposed.

David Roederer was a small business owner, serving as the managing partner of StrataVizion Inc., a firm specializing in strategic planning, project development, and management. He previously served as Governor Terry Branstad's chief of staff and legislative liaison. Mr. Roederer spent 2.5 years working in Saudi Arabia for a Lockheed Martin company designing a national law enforcement agency. He also served as the executive director of the Iowa Chamber Alliance, working with Chambers of Commerce throughout Iowa. Roederer was appointed director of the Iowa Department of Management, effective January 2011. Prior to that, he led Governor-elect Branstad's transition team.

The Many Uses of Manufacturing Data

Jason Greer, Higher Standard Consulting

Rich Straw, Auto-Jet Muffler Corp.

Room 315-316

Manufacturing Analytics

What started as a simple question of "how do we price this single large order?" has turned into a whole new approach to sales, pricing, and production process design. Auto-Jet has been on a two-year journey to use historic production time and cost to better estimate the true cost of each new sales proposal that goes out the door. In this presentation, we will tell the story of collecting data from the production floor and how that data changed the sales process and production process in many positive ways.

Jason Greer is the owner of Higher Standard Consulting, where he works to create real value and profit for his customers. With 19 years of experience in IT, and 14 years as a Six Sigma practitioner, he travels the country to help organizations see the true value that internal and external data can provide. With experience in continuous improvement and business intelligence, Jason works with organizations to measure past success and predict future trends. For the past seven years, Jason's focus has been to show how data tells a story and how that story can be used to better understand your customers, processes, and competition. Jason specializes in process improvement and process design, business intelligence design, financial modeling, business metrics design, and data governance.

Rich Straw has been with Auto-Jet Muffler Corporation for the past seven years where he leads the sales team across multiple product lines. Rich works with the sales team, production managers and customers on product design, sales management, and pricing. He works to create a high level of customer service and build a sales environment that drives success. Rich travels across the continent to build relationships with customers and, in some cases, competitors. At Auto-Jet, he has the opportunity to look for new ways to improve the sales process and, from time to time, to start a Nerf gun war with his team.

Connecting Dynamic Data Visualizations and Marketing Analytics

Ruth M. Hummel, Academic Ambassador, SAS Institute/JMP Division

Room 307

Marketing Analytics

In the era of big data there is no shortage of information. But real-world data can be noisy, messy, multidimensional and unwieldy, masking the information content in the data. Data visualization is a powerful way to see the information hidden in our data, to understand the story our collected data is trying to communicate to us. In this talk we explore a number of dynamic visualizations for multidimensional data, each providing a compelling platform to effectively communicate data-driven insights to stakeholders and other decision-makers. We connect these exploration-driven insights into an analytical modeling framework, illustrate tools for data compilation and preparation, present core modeling techniques, including model validation, multiple regression, decision trees, neural networks, and penalized regression techniques, and see how to write scoring code in SAS, Python and other languages. Finally, we introduce tools for simulating model results and dynamically exploring “what if” scenarios.

Dr. Ruth Hummel is an academic ambassador with JMP, a division of SAS specializing in desktop software for dynamic data visualization and analysis. As a technical advocate for the use of JMP in academic settings, she supports professors and instructors who use JMP for teaching and research. Ruth holds a Ph.D. in statistics from The Pennsylvania State University. She has been teaching and consulting since 2002, when she started her career as a high school math teacher. Ruth began using JMP in 2010 as a faculty member teaching graduate statistics courses at the University of Florida. She also spent a few years in the federal government as a statistician at the U.S. Environmental Protection Agency before joining SAS in 2016.

Does This Even Work? A Search for Practical Analytics to Justify Building a Startup Ecosystem

Geoff Wood, Owner, Gravitare Coworking

Room 308

Small Business Analytics

Geoff will explore the data (and lack thereof) around organizing startup ecosystems and share how the Iowa entrepreneurial community has developed over the past ten years. He'll also share his experience in using data at his organizations—Gravitare Coworking, the West Des Moines Business Incubator, and Clay & Milk—each a part of that ecosystem. Consider this session a discussion with feedback and thoughts welcome.

Geoff Wood is the founder, connector, and space captain at Gravitare Coworking, a workplace community for entrepreneurs, freelancers and remote workers in downtown Des Moines and Valley Junction. As part of his role as a community builder, he's the executive director of the West Des Moines Business Incubator, the publisher of entrepreneurial news blog Clay & Milk, and a frequent conference speaker and event organizer. He's been helping share the story of the Iowa startup community since 2009. Geoff earned a Bachelor of Science in community and regional planning at Iowa State University and an MBA from the Kelley School of Business at Indiana University.

Big Data and AI in Supply Chain and Logistics

Roger Lindau, Senior Executive Advisor, Supply Chain Management Nordics, Oracle

Russell Sands, Solutions Engineer, Esri

Room 317

Transportation and
Supply Chain Analytics

Lead-time Management: A Key Success Activity for Analytics in Supply Chain Management

In the digitalization era, more complex and advanced systems are introduced to boost effectiveness of supply chains. Machine learning and artificial intelligence are no longer science fiction but rather something that are being used more and more in these applications. However, the flow of material, components and products are still using the same kind of lanes as they did 100 years ago, i.e. sea, air, and land. In this kind of developing paradigm, one component is the same, and that is the fact that these systems are heavily dependent on accurate lead-times in order to be planned correctly. This presentation takes a practical approach on how analytics can be used to enhance lead-time accuracy and hence planning effectiveness.

Dr. Roger Lindau has been working in supply chain management positions for more than 30 years. He has worked as global logistics director, head of logistics, and head of operations for international companies such as Volvo Construction Equipment,

ABB, Eberspächer, and Meritor. His present position is with Oracle as a senior executive advisor in supply chain management. A well-known conference speaker, Dr. Lindau also writes articles and lectures at universities, both in Sweden and abroad.

Location, Advanced Analytics, and Big Data for the Digital Supply Network

The modern supply network has a data problem. Digitization of the supply chain has exposed data from new sources, in unprecedented volumes, and in real time. Organizations with the ability to understand the geographic context of their data derive better insights through a combination of advanced spatial analytics, machine learning, GeoAI, and rich visualization. Discover how location intelligence delivers a true digital twin of your supply chain, enabling organizations to be quickly alerted to incidents, predict outcomes, and take informed action.

Russell Sands is a geography and data science professional at Esri, where he works as a solutions engineer supporting top-tier commercial organizations in the United States. Russell works closely with business and technical leaders to deliver industry leading solutions that enable organizations to incorporate location intelligence into critical decision-making workflows.

Session 4 (2:20-3:20 pm)

Insurance Analytics Conversation

Room 313-314

Ian Asplund, Senior Vice President of Strategic Analytics, EMC Insurance Companies

Finance and Insurance Analytics

Trevor Gary, Founder and CEO, Micruity

San Kolli, Director of Operations, Liscena

Jim Lewis, Founder and CEO, Predictive Health Partners

Jake Tamarkin, Co-founder and CEO, everyday life

Moderated by Brian Hemesath, Managing Director, Global Insurance Accelerator

The insurance industry has become a focal point for new technologies and entrepreneurs seeking to digitize an industry that is very much anchored in paper and antiquated processes. Many local insurance companies and professionals are capitalizing on this movement in many ways, one of which is through involvement in the Global Insurance Accelerator (GIA). The GIA's 90-day program provides a select group of InsurTech (insurance technology) start-ups with financing and mentorship opportunities. The mentorship flows both ways as the insurance professionals gain valuable insight on methods startups use to get their ideas off the ground. This session will feature conversations with some of the entrepreneurs making an impact on the industry.

Brian Hemesath is the managing director of the Global Insurance Accelerator. Prior to the GIA, he founded and co-founded several startup ventures. He had two small exits and plenty of failures – which is where his most valuable lessons were learned. One of his ventures sold 8,000 tickets to the Blue Ribbon Bacon Festival in a record three minutes and 22 seconds, which was recognized by Iowa's governor when he pardoned a pig at the event kick-off. Under Brian's leadership, the GIA has accelerated 36 early-stage companies and created unique value for its insurance company investors. Prior to this position he had no insurance experience, which allowed him to say "why not?" when more experienced professionals would have said "we tried that before."

Machine Learning from Start to Finish with Scikit-Learn (Python)

Room 318

Cheng Nie, Assistant Professor of Information Systems, Iowa State University

Getting Started with Analytics

This session will cover basic Machine Learning process in Python step-by-step.

Cheng Nie is an assistant professor of information systems at Iowa State University. His primary research interests are in the sharing economy, sponsored search, and recommender systems. Before joining Iowa State University, Cheng earned his doctoral degree in management science from the University of Texas at Dallas

Community Data Generation, Research and Diffusion

Room 319

Christopher J. Seeger, Professor and Extension Specialist, Landscape Architecture and Geospatial Technology, Iowa State University

Government Analytics

Bailey Hanson, GIS and Community Data Specialist, Iowa State University Extension and Outreach

In this session, attendees will learn how ISU Extension and Outreach is providing the public and civic decision makers with easy to access data sets that provide an overview of their community or county. The presentation will include discussion of the Data for Decision Makers and the Iowa Government Finance Initiative. The presentation will also include discussion of how ISU is utilizing open data to help communities map and visualize their infrastructure that supports multimodal transportation.

Christopher J. Seeger, PLA, GISP is a professor and extension specialist in landscape architecture and geospatial technology at Iowa State University. He specializes in the integration of geospatial technologies, collaborative design technologies, crowd-sourcing (Public Participation GIS and Volunteered Geographic Information) and data visualization. His current research includes the development of community demographic, health, transportation, and economic data resources that can be shared through data repositories and API's to allow for broader consumption and increased refresh of data sets.

Bailey Hanson, GISP is a specialist in geographic information systems (GIS) and community data for Iowa State University Extension and Outreach. She is a Certified GIS Professional (GISP) with the GIS Certification Institute and has an educational background in geography, GIS and human computer interaction (HCI). Her work with Iowa State University focuses on providing GIS, mapping, and data collection support to colleagues and partners, providing GIS training to the public, producing GIS training materials, and developing the Data for Decision Makers report series.

Open Forum: Data Analytics in Manufacturing

*Mike O'Donnell, Director, Manufacturing Extension Partnership
Center for Industrial Research and Service, Iowa State University*

Room 315-316

Manufacturing Analytics

CIRAS will facilitate a discussion among attendees to discuss trends in data analytics among manufacturers, opportunities to share early successes, discuss key challenges, and determine how to best support improved implementation of data analytics in manufacturing. This session is open to manufacturers, technology providers, and service providers to identify opportunities and existing solutions.

Mike O'Donnell is the director of the Manufacturing Extension Partnership (MEP) program for the Center for Industrial Research and Service (CIRAS) at Iowa State University. He leads CIRAS' efforts to enhance Iowa's economy through application of research-based methods to transform performance in manufacturing. Mike has a B.S. and M.S. in mechanical engineering from Bucknell University and an MBA from Iowa State University. Prior to joining CIRAS, Mike worked in the defense industry in a variety of roles across the supply chain, and led supplier engineering and quality for Australia's leading small appliance brand. While at CIRAS, Mike has led programs in supply chain management, sustainability, innovation, and economic development.

That's a Wrap: Does This Really Work?

*Cheryl O'Hern, Marketing Strategist, Spin Market
Matthew Jackson, Director, SBDC National Information Clearinghouse
Geoff Wood, Owner, Gravitare Coworking*

Room 308

Small Business Analytics

Join Lisa Shimkat, state director for America's SBDC – Iowa, for a conversation about putting together your data in today's business world. What works and what doesn't? Is data just in the eye of the beholder? Panelists include Matthew Jackson, Cheryl O'Hern, and Geoff Wood.

Transportation and Supply Chain Analytics Conversation

*Roger Lindau, Senior Executive Advisor, Supply Chain Management Nordics, Oracle
Allison Meiners, Director of Safety Programs, Ruan Transportation Management Systems*

Room 317

Transportation and
Supply Chain Analytics

Join Neal Hawkins, associate director of the Institute for Transportation and co-director of Iowa State's REACTOR Lab, for a conversation with Roger Lindau and Allison Meiners about the use of data analytics in transportation and supply chain management.