

BUSINESS » ANALYTICS SYMPOSIUM «

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.

Capacity

32 people

Cost

\$199

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.

Open Borders and the Impact on Supply Chain Transportation

How does opening the border to foreign motor carriers affect supply chain managers? And how can a domestic industry use analytics to protect their interests? This talk will give you an eye-opener into new ways of using analytics, collecting data, and viewing international transportation.



Henrik Sternberg researches supply chain transparency, transport policy, logistics efficiency, and technology adoption. He is the inventor of several systems, such as the apps Cabotagestudien and Stardriver. Dr. Sternberg's research is known from thousands of media appearances on national television channels, radio, and newspapers. He crowdsources data from over 4,000 volunteer drivers, and he is the transport advisor for several leading industry associations as well as politicians in the European Union and Sweden. Dr. Sternberg's research is published in top supply chain management journals such as the

Journal of Business Logistics and the International Journal of Physical Distribution and Logistics Management. Henrik earned his Ph.D. from Chalmers University of Technology, worked as an associate professor at Lund University, and served as guest professor at West Virginia University and the Vienna School of Economics. He is now an assistant professor in the Ivy College of Business at Iowa State University. Before pursuing an academic career, he was a consultant at Cambridge Technology Partners.

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.

Panel Discussion: Leading with Data and Analytics



Jim Summers is the Max J. Wortman, Jr. Professor and associate professor of management in the 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, a \$4.5B, multi-state, integrated delivery system located in Iowa, Illinois, and Wisconsin. Her passion for using data and information to improve care quality, efficiency, and experience has supported the system's focus on analytics maturity. Under McVay's leadership, her team focuses on mastering the use of descriptive and predictive analytics, which has helped position UnityPoint Health in the top decile for performance measures. Her work prioritizes partnering with clinical and business leadership to solve today's health care challenges.

McVay's team has been nationally recognized for innovation in analytics. McVay was recognized as one of the Most Powerful Women in Health IT by Health Data Management (2016), an Up&Comer by Modern Healthcare (2017), and 102 Women in Health IT to Know by Becker's (2019). McVay earned her Master of Health Administration and Juris Doctorate from Saint Louis University.



Rajesh Chalamalasetti is chief analytics officer at Principal Financial Group where he is responsible for enterprise analytics and data insights strategy and vision – including helping develop the company's data-driven culture globally. He leads a team focused on delivering advanced analytics and data insights for the company. Named to his current role in 2017, Rajesh has spent 15 years applying data science best practices to help Principal better serve its customers around the world.

Rajesh graduated from Oklahoma State University with a master's degree in MIS specializing in decision sciences. He also holds a master's in Business Administration as well as a bachelor's degree in mathematics and physics from Osmania University, India. When he's not translating data, Rajesh serves on the boards of Gateway Dance Theater and Capital Striders in Des Moines, IA, and enjoys competing in marathons – 8 and counting.