Business Analytics for Executives

Now in its second year, the Business Analytics for Executives 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>
</tr>
</thead>
<tbody>
<tr>
<td>35 people</td>
<td>$199</td>
</tr>
</tbody>
</table>

**Note:** If you participated in the Executive Track last year, please be aware that Kevin Scheibe and Mike Howe will repeat their popular sessions – Analytics 101 for Executives and Human Resource Analytics – in the 2020 Executive Track. These sessions provide fundamental information for executives who manage analytics teams.

## Sessions

**Analytics 101 for Executives**

Kevin Scheibe is the Thome Professor in Business and the chair of the Department of Information Systems and Business Analytics at Iowa State University. He earned 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.
Digitalization in the Agriculture Sector

Join Brian Miller and Christ Naumann for a discussion on John Deere Des Moines Works’ digital transformation journey to becoming a Smart Connected Factory. We’ll touch on topics launching us on our journey including creating the desire within, creating structure, adopting Agile, upskilling employees, team formation, partnering, and the steps necessary as a leader in an organization to prepare for a disruptive transition.

Christ Naumann, CPIM, is a global business unit demand planner II at John Deere, where he directs the demand planning agenda and leverages statistical modeling and analysis to support business decisions. Christ holds a bachelor’s degree in operations management from California State University San Marcos, an MBA from Drake University, and a master’s degree in business analytics from Iowa State University. He serves as president and chairman of the board of directors for the Central Iowa chapter of APICS.

Brian Miller is a data catalyst with John Deere where he has worked in a variety of roles including engineering, supply chain management, and operations for the past 18 years. Prior to Deere, Brian worked at Caterpillar and in aerospace. Brian holds a bachelor’s and master’s degree in mechanical engineering from Bradley University and an MBA from the University of Iowa. Brian leads John Deere’s “Built to Last” program in partnership with Greater Des Moines Habitat for Humanity and is a member of the Executive Advisory Committee for the Caterpillar College of Engineering and Technology at Bradley University.

Analytics and Managing People: Why is this so much harder than it looks?

Analytics gives us great insights into our business and yet when we try to apply them to managing people, things often go wrong. Why can’t people just look at the data and make better decisions? Why do we struggle to get people to see the data the same way that we see it? If the data is showing progress, why isn’t our business improving faster? This talk will explore the human side of analytics in the workplace and attempt to look at how we might help people embrace analytics rather than being intimidated by them.

Dave Tucker is the senior vice president of technology at Workiva. He has been in the technology industry for 30+ years with stints at large enterprises including Hewlett-Packard and Siemens and at startups including Workiva, Engineering Animation, and T.R.A.D.E., Inc. At Workiva he helped to build the development organization and the Wdesk Platform for connected reporting. Dave is a 1986 graduate of Iowa State University and currently lives in Ames with his wife, Susan. He is active on the Board of Directors of the Technology Association of Iowa, serving as the chair in 2017, and engaged in the Iowa technology community through mentoring young entrepreneurs and advising technology startups. He is also active in the Ames community as a member of the board of the Ames Economic Development Commission.
Human Resource Analytics

HR analytics is widely discussed as an important catalyst for future organizational success. This session is intended to provide a foundational overview of some of the key drivers underlying such sentiments. Human capital factors that can hinder the realization of this potential are also discussed. Contemporary examples are used to illustrate both the promise and peril of employing HR analytics to make human resource decisions.

Mike Howe is an assistant professor of management at the Iowa State University Ivy College of Business. 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.