Technology and Business Innovation Forum - September 27,2013
The Business Implications of Big Data and Deep Analytics
Ross School of Business - Room R1210

Time	Topic	Speaker	Message
8:00-8:30	Continental Breakfast		Registration and meeting will take place on the 1st floor of the Ross School (R1210)
8:30-9:00	Overview and Introductions	**Dennis Severance** Professor Business & IT	Brief introduction to the agenda for day and the company representatives in the room
9:00-10:00	Business Impact of Big Data	**Eric K Clemons** Professor of Business Wharton School	How Big Data and advanced analytics have changed the world of business as well as our conventional notions of privacy
10:00-10:15	Refreshment Break		refreshments and networking
10:15-11:15	Analytics: The real-world uses of Big Data	**Jerry Kurtz**, Vice President IBM Global Business Svcs **Ron Shelby**, Director Big Data Analytics	How a growing group of pioneers are achieving breakthrough business outcomes by effective adapting to to huge quanties of data, social media, and real-time analytics.
11:15-12:30	Big Data/Analytics at General Electric…A Business Perspective	**- Jim Peregord –** BI Innovation Leader, GE Capital **- Virginia Walker –** Chief Enterprise Architect, GE Aviation **- Balaji Guntur –** Dir, Service Analytics & BI, GE Power Generation	Current applications of Big Data in the GE Capital, Aviation, and Energy businesses
12:30-1:15	Lunch		lunch and networking
1:15-2:15	Academic Round Table	**- Peter Lenk -** Professor of Technology and Operations **- Lynd Bacon -** Northwestern University	This session will give us an opportunity to discuss the nature and evolution of academic research and the analytic tools used to take advantage of recent advances in Big Data
	(Ross School faculty will provide insight into ongoing research into Big Data and its associated analytics)	**- Jun Li -** Assistant Professor of Technology and Operations	Current research into consumer analytics demonstrates how Big Data can help firms better understand their competitive landscape, and aid management decisions in operations and pricing
2:15-2:30	Refreshment Break		refreshments and networking
2:30-3:45	Member Round Table	**John Ginder**, PhD Sys Analytics & Envir Svcs Ford Motor	Applications of Big Data in the Automotive Industry
		Sachin Kheterpal, MD UM Medical School	Promise and Peril of Big Data Analytics in Medicine
	(Forum members will describe an application of Big Data and Analytics within their company)	**Sanjay Khunger**, VP Valassis	Big Data and Advanced Analytics in Media Delivery
3:45-4:00	Debrief of the meeting and discussion of opportunities for MBA projects for the 2013-2014 academic year.	**Dennis Severance** Professor Business & IT **M.S. Krishnan** Accenture Professor of Technology and Operations	What was most attractive about today's meeting; how might we adjust the format? Process for developing a student team project proposal if desired by a member.