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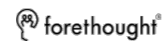












	Track 1 Leadership in Business Analytics	Track 2 Industries and Applied Analytics	Track 3 Startups and Innovators			
	C-Level and Business Leadership	Industry Case Studies	Leading Australian Start-ups and Innovators in Data and Analytics			
8.30am – 9.00am	Opening – Hon. Kelly O’Dwyer MP (Federal Member for Higgins; Minister for Revenue and Financial Services), Kathy Coultas (Vic. Government), Prof. Zeger Degraeve (Dean, Melbourne Business School)					
9:00am – 9:45am (Session 1)	<b>KEYNOTE (USA) - Business Analytics – Future of Analytics (AI/Machine Learning)</b> Professor Tom Davenport (Q&A with Professor Ujwal Kayande) Presidents Distinguished Professor of IT at Babson College Co-founder of International Institute for Analytics PhD from Harvard University; Author of ‘Competing on Analytics’  	This space is left intentionally blank	BigDatr (Avrill D’Costa, Head of Data Analytics)	www.BigDatr.com	Retail Analytics	
			Datalabs (Otto Ottinger)	www.Datalabsagency.com	Data Visualization and Analytics	
			Savvi (Serge Rogov, Lead Data Scientist)	www.Savvi.io	Advanced Data Analytics	
9:50am - 10:20am (Session 2)	<b>Analytics – Transforming Decisions on the World Stage</b> Michael Cheika (Head Coach, Wallabies Australian Rugby Union Team) Q&A with Mark Alexander (Executive Director, Centre for Business Analytics, Melbourne Business School) 	<b>Zetaris - How Big Data and Analytics is impacting retail decisions in Australia</b> Vinay Samuel (CEO, Zetaris) 	Lexer (Kristy Malik, Client Services Director)	www.Lexer.com.au	Advanced Data Analytics	
			Datalicious (Ryan Wakefield, Senior BDM)	www.Datalicious.com	Marketing Analytics	
10:25am - 10:55am (Session 3)	<b>Business Analytics – Getting your board onboard with analytics</b> David Bowie (Vice President, SAS Australia and NZ) 	<b>BCG - Challenging the obvious</b> Evan Stubbs (Associate Director, Boston Consulting Group) 	Swoop Analytics (Cai Kjaer, CEO)	www.Swoopanalytics.com	Social Network Analytics	
			Brightstar (Dr Greg Hill, Global Head of Analytics)	www.Brightstar.com	Telecommunication Analytics	
10:55am – 11:10am	Morning Tea					
11:10am - 11:40am (Session 4)	<b>Marketing Analytics - Effectiveness of digital advertising</b> Steve Lockwood (Head of Marketing Science, Facebook) 	<b>Data 61, CSIRO – Innovation through research</b> Dr Leif Hanlen (Business Development & Pre-Sales, Data 61, CSIRO) 	ParentPaperWork (Fiona Boyd, CEO)	www.parentpaperwork.com	School Productivity Analytics	
			Sustainable Data (David Kearns, Founder)	www.Sustainabledata.com.au	Mining & Resources Analytics	
11:45pm - 12:15pm (Session 5)	<b>MBS – Translating Analytics into Decision Making</b> Professor Zeger Degraeve (Dean - Melbourne Business School)  	<b>KPMG: Data analytics drives NBA scheduling</b> Ryan McCumber (Director of Global Sports Analytics) 	Symbolix (Stuart Muir, Chief Analyst)	www.Symbolix.com.au	Data Science & Analytics	
			Toustone (Craig Lefoe, CEO)	www.Toustone.com	Cloud Business Intelligence	
12:20pm – 12:50pm (Session 6)	<b>Data Republic - Disrupted decision making: The rise of the Data Product</b> Paul McCarney (CEO Data Republic) 	<b>QxBranch: Quantum Computing Transforming Analytics</b> Duncan Fletcher (CTO, Qx Branch) 	Northraine (Marty Kemka, CEO)	www.Northraine.com	Data and Human Condition	
			Minerra (Edgar Kautzner, Principal Consultant)	www.Minerra.net	Business Intelligence	
12:50pm – 1:20pm	Lunch		<b>Kabam: Analytics underpinning a Billion Dollar gaming company</b> Holly Liu (Co-Founder) 	Ajilius (Ron Dunn, CEO)	www.Ajilius.com	Data Warehouse Automation
			Neighbourlytics (Jessica Christiansen-Franks)	www.neighbourlytics.com	Social and Community Analytics	



# Afternoon Session



	Track 1 Leadership in Business Analytics	Track 2 Industries and Applied Analytics	Track 3 Startups and Innovators		
	C-Level and Business Leadership	Industry Case Studies	Leading Australian Start-ups and Innovators in Data and Analytics		
1:20pm – 1:40pm (Session 7)	<b>MBS – Big Issues in All Sizes of Data</b> Professor Ujwal Kayande – Marketing Analytics Melbourne Business School Director of Centre for Business Analytics  	<b>IBM – Twitter data, text mining and social network analytics</b> Dr Yanchang Zhao (Data Analytics Lead, IBM) Founder of RdataMining.com 	Saasabi (David Merchant, CEO)	www.Saasabi.com	BI and Analytics tools
1:45pm - 2:10pm (Session 8)	<b>Cricket Australia: Marketing Analytics for the Big Bash League</b> • Michael Fisher (Marketing Manager, Cricket Australia) • Ken Roberts (CEO, Forethought Research)  	<b>SEEK - Why organisations aren't realising full value through analytics</b> Antony Ugoni (Director, Global Analytics and AI, SEEK) Q&A with Professor Ujwal Kayande Melbourne Business School Director of Centre for Business Analytics 	Afterpay (Anthony Eisen, Co-founder)	www.Afterpay.com.au	E-commerce
2:15pm - 2:40pm (Session 9)	<b>REA: Analytics-led birth of a digital advertising business</b> • Isaac Smith (Executive Manager Marketing, REA Group) • Leanne Rosamilia (Principal Consultant, Forethought)  	<b>Culture Amp: Innovations in People Analytics</b> • Fiona Scullion (Lead Insights Strategist, Culture Amp) • Dr Jason McPherson (Chief Scientist, Culture Amp) 	Ailytic (James Balzary, CEO)	www.Ailytic.com	Performance Analytics
2:45pm - 3:15pm (Session 10)	<b>Industry Leadership Panel – Value creation from Analytics</b> <b>Moderator: Mark Alexander (Melbourne Business School)</b> • Jane Eastgate (Head of Flybuys Analytics, Coles) • Dr Amy Shi-Nash (Head of Data Science, CBA) • Sheetal Patole (Chief Data and Analytics Officer, Macquarie Bank) • Scott Jendra (CIO, Australian Football League) • Enrico Rizzon (Partner, Procurement Analytics, AT Kearney)   	<b>Panel – Government opportunities and challenges in Analytics</b> <b>Moderator: Assoc. Prof. Catherine De Fontenay (Melb. Business School)</b> • Dr Amanda Caples (VIC Government, Lead Scientist) • Julian Hebden (VIC Government, Chief Data Officer) • Dr Diane Watson (VIC Agency for Health Information, CEO) • Dr. Ian Oppermann (NSW Government, Chief Data Scientist)  	Soter Analytics (Matthew Hart, CEO)	www.Soteranalytics.com	Wearable Industrial Analytics
3:15am – 3:30am			Diverse City Careers (Valeria Ignatieva, Founder)	www.Diversecitycareers.com	People Analytics
3:30pm - 4:00pm (Session 11)	<b>Google - Business Analytics in the Age of the Cloud?</b> Scott Thomson (Customer Solutions & Innovation Buy-Side & Data Platforms APAC, Google) 	<b>University of Melbourne – (Machine) Reading your customers</b> Professor Karin Verspoor – Text Analytics (Deputy Head Department Computing and Information Systems) 	Second Sight (Christina Chen, Founder)	www.Secondsight.io	Gaming Analytics
			Lever Analytics (Peter O'Hanlon, CEO)	www.Leveranalytics.com	Analytics and Big Data
			Ayra Analytics (Hansa Wijayasundara, CEO)	www.Ayraanalytics.com.au	Education Analytics
4:00pm – 5:30pm (Session 12)	 <b>\$25,000 MELBOURNE BUSINESS ANALYTICS DATATHON</b> <b>FINAL PITCHES AND AWARDS CEREMONY</b> 		Entellect (Dr Lloyd Peters, Managing Director)	www.Entellect.io	Business Intelligence
			Valocity (Nigel Butler, Country Manager)	www.Valocity.com.au	Property Analytics
5:30pm – 6:30pm	Networking Event				