Big Data is not just about more data; it is about using data to fundamentally rethink all facets of your business for efficiency and growth. Extracting value from Big Data requires a multitude of advanced technology and business skills. Join us as we hear from leading industry experts in manufacturing, supply chain, banking, health care and other sectors who have put analytics into action.

Wayne State University
Student Center Building
5221 Gullen Mall, Detroit, MI 48202

#BigDataDetroit #BigDataWSU

bigdata.wayne.edu
Welcome to Wayne State University’s fifth annual Big Data & Business Analytics Symposium! Once again, we have a stellar lineup of expert speakers from all over the industry to share and discuss their experiences empowering their organizations through the smart use of Big Data.

The next two days will include case studies, tutorials, networking and vendor displays. Given velocity is not only a characteristic of Big Data but also the associated data management and analytics tools, we’ve also added a startup showcase, startup case studies, and panels of industry leaders. These should give you a glimpse of what’s happening on the leading edge of analytics.

Vendors haven’t been idle, so please take some time to sit in on the many vendor presentations as they showcase their latest and greatest offerings. And don’t hesitate to stop by their tables throughout the program.

We hope you enjoy the symposium, and we look forward to working with all of you in the coming years. Thank you for joining us.

We also thank the keynote and symposium speakers for volunteering their time. We thank the vendors for their fantastic sponsorship this year. And finally, a program like this is not possible without the help of a strong planning and support team. We deeply appreciate everyone’s help with improving this event each year.

About us

The Big Data & Business Analytics Group at Wayne State University has been at the forefront of the evolution of data science and is fast becoming the Midwest’s premier center of innovation. Our group is unique in its strong focus on leveraging the team’s core strengths and research expertise to solve real-life business problems in close collaboration with our region’s industry partners. Our annual symposium has become a must-attend event for the regional industry to get exposure to the latest developments and best practices in the applications of Big Data. Now, there’s more. Our new master of science in data science and business analytics program is designed to meet the exploding demand for well-trained data scientists. Now accepting applications for this fall, and we invite you to take a look at engineering.wayne.edu/data-analytics

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Wayne State University Symposium Planning Committee

Ratna Babu Chinnam
Co-Director, Big Data & Business Analytics Group
Professor, Department of Industrial and Systems Engineering

Patrick Gossman
Deputy CIO for Research, Computing and Information Technology

Jonathan Goldstein
Director of Operations, SPARK Ann Arbor

Ming Dong
Co-Director, Big Data & Business Analytics Group
Associate Professor, Department of Computer Science

Leslie Monplaisir
Chair, Department of Industrial and Systems Engineering

Toni Somers
Co-Director, Big Data & Business Analytics Group
Associate Dean & Professor, Mike Ilitch School of Business

Paul Riser
Director, Technology-Based Entrepreneurship, TechTown Detroit
KEYNOTE SPEAKERS

Nick Curcuru
Vice President Big Data Practice, Mastercard

Nick Curcuru has over 20 years of experience implementing and managing large scale advanced analytics projects across the world for companies such as The Walt Disney Company, Capital One, The Home Depot, Burlington Northern Railroad, Merrill Lynch and The General Electric Company. He helps drive strategic decisions through the use of data and analytics. In his role at MasterCard Advisors, Nick works with executives on their big data strategy to unlock and monetize the value of the organizations’ structured and unstructured data assets. He leads large scale advanced analytics initiatives using a variety of technology including open source solutions like Hadoop to drive customer and operational insights. Nick helps architect big data solutions addressing the people, processes and technology needed to enable data driven insights and fact based decisions. Additionally, he provides thought leadership on the value of big data to companies. Nick is a trusted thought leader, frequently speaking at conferences, publishing articles and conducting learning programs on advanced analytics.

Frank Lee
Global Industry Leader for Healthcare & Life Sciences, IBM Corporation

Dr. Frank Lee is the Healthcare and Life Science industry leader for IBM Systems Group with over twenty years’ experience in scientific research and information technology. His work includes the creation of industry reference architecture and its implementation as HPC, cloud, big data and AI platforms for dozens of clients and partners worldwide. As an advocate for the transformation of the industry towards precision medicine, Frank has spoken in dozens of conferences and published in IBM System Journals, Redbook, research paper and HIMSS report. When encountering gaps of technologies, Frank led charges of innovation with inventions in metadata and provenance management. Frank also brings in the subject matter expertise on genomics, an experience that includes participation in the Human Genome Project as a research associate and his training as a molecular biologist at Washington University.

MAP
Student Center Building
Second floor
### Program agenda

#### Day 1: Tutorials (March 22) — Student Center Building

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<tr>
<th>Time</th>
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<tbody>
<tr>
<td>All Day</td>
<td>Research Poster Displays/Vendor Booths/Startup Showcase Booths/Networking</td>
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</table>
| 8-9:00 a.m.   | Registration/Continental Breakfast  
Sponsored by: Information Builders, MapR, Cloudera |
| 9-11:00 a.m.  | **Tutorial 1: Unlocking Business Insights with Microsoft Data Services and Power BI**  
Hilberry A & B  
Amy Schneider, Consultant, Microsoft / Netrix  
Don Penland, Consultant, Microsoft / Netrix  
This session will provide an overview of Microsoft Cloud Data Services and Power BI. We will discuss the overall solution sets, how they work together and complement each other. A drill down and demonstration of Power BI for data visualization will be provided to explore how Power BI integrates with your organizations’ data and productivity solutions |
| 9-11:00 a.m.  | **Tutorial 2: Deep Learning: New Frontiers and Applications on Healthcare and Automotive**  
Hilberry C  
Dr. Ming Dong, Machine Vision and Pattern Recognition Lab, Wayne State University  
The performance of machine learning approaches is heavily dependent on the choice and quality of data representation. Deep learning is part of a broader family of machine learning methods based on learning meaningful and effective data representations, as opposed to feature engineering. This tutorial aims to provide a path for a deep neural networks newcomer to gain some understanding of this vast and complex topic. To facilitate a real understanding of deep learning, basic machine learning theory and concepts will also be covered to some degree. More importantly, we will present some new ideas and applications of deep learning in healthcare and automotive applications. By introducing recent work and case studies developed in Machine Vision and Pattern Recognition Lab at Wayne State University, the audience will learn how to apply/adapt deep learning techniques to real-world problems. |
| 11 a.m.-12 p.m.| Tutorial Luncheon  
Sponsored by: DataFactZ & Neo4j |
| 12-3:00 p.m.  | **Tutorial 3: IBM - Deep Learning and Power AI Platform**  
Hilberry A & B  
Clarisse Taaffe-Hedglin, Executive Architect, Worldwide Client Systems, IBM  
This session will recap the reasons why deep learning is so popular today and explores the tools Data Scientists use. We’ll introduce the more commonly used frameworks and dive into Industry, High Performance Computing and High Performance Data Analytics (HPC/HPDA) use cases that highlight the art of the possible for AI. We’ll compare and contrast frameworks and key factors that drive framework selection. We’ll conclude with an overview and demonstration of a deep learning model training using IBM Power Systems and PowerAI. |
| 12-3:00 p.m.  | **Tutorial 4: Mastering Your Data - ETL Made Easy with HPCC Systems**  
Hilberry C  
Bob Foreman, Senior Software Engineer, HPCC Systems  
This workshop is for Symposium participants who want to understand the HPCC Systems platform and learn ECL to build powerful data queries. Anyone who needs a basic familiarity and learn best practices with ECL should attend. The 3-hour session will take the student through the entire ETL cycle from Spray (Extract) to Transform (THOR) and finally to Load (ROXIE). Code examples and hands-on lessons will be included. |
| 3-3:30 p.m.   | Coffee Break/Vendor Showcases/Networking  
Sponsored by: Hortonworks |
| 3:30-4:00 p.m.| Welcome and Remarks  
Ballroom  
Ratna Babu Chinnam, Co-Director, Big Data & Business Analytics Group, Wayne State University  
Keith Whitfield, Provost, Wayne State University |
# Program agenda

## 4:50 p.m.

**Keynote: “High Performance Data & Analytics”**

**Ballroom**

**Dr. Frank Lee, Global Industry Leader for Healthcare & Life Sciences, IBM Corporation**

Through real use cases and demo, I will illustrate the architecture and solution for high performance data and analytics platforms, deployed with cloud-scale data management, multi-cloud workload orchestration and converged high performance computing with deep learning and AI. I will also demonstrate the four key values of HPDA with client case studies -- high performance, low cost, easy of use and collaborative. All while exploring the current landscape and future outlook in the field of big data.

## 5:30-6:30 p.m.

### Case Study Presentations

<table>
<thead>
<tr>
<th>Finance Analytics Hilberry A</th>
<th>Transportation Analytics Hilberry B</th>
<th>Healthcare Analytics Hilberry C</th>
<th>Big Data Startups Hilberry D</th>
</tr>
</thead>
</table>

## 6:30-8 p.m.

**Reception/Networking**

**Ballroom**

**Sponsored by: HPCC Systems & Cleo**

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**Day 2: Tutorials (March 23) — Student Center Building**

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<th>All Day</th>
<th>Research Poster Displays/Vendor Booths/Startup Showcase Booths/Networking</th>
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<td>Registration/Continental Breakfast <strong>Sponsored by: Information Builders, MapR, Cloudera</strong></td>
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## Program agenda

### Day 2: Tutorials (March 23) cont.— Student Center Building

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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</table>
| 8:45-9:30 a.m.| Welcome Remarks
  - Ballroom
  - Patrick Gossman, Deputy CIO for Research, Wayne State University
  - Farshad Fotouhi, Dean, College of Engineering, Wayne State University
  - Stephen Lanier, Vice President for Research, Wayne State University |
| 9:30-10:30 a.m.| Panel Discussion: “Making Your Business Data Driven”
  - Ballroom
  - Nick Curcuru, Vice President Big Data Practice, Mastercard
  - Dr. Mahesh Rajasekharan, Chief Executive Officer, Cleo
  - Dania Rich-Spencer, Vice President, Automotive Innovation Group, Morpace
  - Purush Yeluripati, Chief Executive Officer, Zenith Technology Solutions, Inc. |
| 10:30-11:30 a.m.| Break/Vendor Displays/Networking/Poster Session
  - Sponsored by: SAS, DI Squared/Qlik |
|               | Case Study Presentations                                             |
|               | **Business Analytics**
|               | **Hilberry A**
|               | “New Marketing Imperatives: Big Data & The Cloud”
|               | Subu Desaraju, EVP, Performance Marketing, MRM-McCann               |
|               | **Transportation Analytics**
|               | **Hilberry B**
|               | “Improving Asset Utilization and Profitability with Vehicle Telematics Data for a Long-Haul Trucking Company”
|               | Dania Rich-Spencer, Vice President, Automotive Innovation Group, Morpace |
|               | **Technology**
|               | **Hilberry C**
|               | “Beyond Big Data - Converging various data types in the world’s largest biometric database - Aadhaar”
|               | Tom Fisher, Chief Technology Officer, MapR                           |
| 11:30 -12:00 p.m.| “Big Data, Alternative Data, and the Assessment of Credit Risk in the Consumer Lending Industry”
|               | Keith Shields, Chief Analytics Officer, Magnify Analytic Solutions  |
|               | **Transportation Analytics**
|               | **Hilberry B**
|               | “Mobility Analytics: The Convergence of Data Science and Software Development”
|               | Amit Bhagwan, Manager, Mobility Analytics Products and Prototypes, Ford Motor Company |
|               | **Technology**
|               | **Hilberry C**
|               | “How eBay ShopBot uses Neo4j and AI for conversational recommendations”
|               | Dan Flavin, Senior Sales Engineer, Neo4j                            |
|               | “Leveraging Connectivity and Analytics to maximize the Uptime of Heavy Equipment”
|               | Mohan Jayaraman, Vice President of IoT & Practice Head, Softura   |
|               | **Technology**
|               | **Hilberry C**
|               | “A look at Inventory Management by BorgWarner utilizing Qlik”
|               | John Truskowski, Territory Sales Manager, Qlik                     |
|               | “First Data Strategy, Second Data Solutions”
|               | Don Steffes, Vice President of IT International Operations, GM Financial |
|               | “Leveraging Connectivity and Analytics to maximize the Uptime of Heavy Equipment”
|               | Mohan Jayaraman, Vice President of IoT & Practice Head, Softura   |
|               | **Technology**
|               | **Hilberry C**
|               | “A look at Inventory Management by BorgWarner utilizing Qlik”
|               | John Truskowski, Territory Sales Manager, Qlik                     |
|               | Monica Kedzierski, Director of Data and Analytics, BorgWarner       |
| 12:30-1:45 p.m.| Lunch Break and Vendor Presentations in Hilberry Rooms/Networking |
|               | Sponsored by: DataFactZ
|               | & Neo4j                                                             |
## Program agenda

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<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Speakers/Details</th>
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<tbody>
<tr>
<td>1:45-2:45 p.m.</td>
<td><strong>Case Study Presentations</strong></td>
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<td></td>
<td><strong>Business Analytics</strong></td>
<td><em>Hilberry A</em></td>
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<td></td>
<td><strong>Providing World-Class Customer Experience via Big Data Analytics</strong></td>
<td>Dr. Daniel Reaume, Director, Advanced Analytics, Dow Corning</td>
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<td><strong>Big Data Technology</strong></td>
<td><em>Hilberry B</em></td>
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<td></td>
<td><strong>Architecting and Ingesting Data At Scale with QuickenLoans</strong></td>
<td>Mack Hendricks, Senior Solutions Engineer, HortonWorks</td>
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<td></td>
<td><strong>Big Data Technology</strong></td>
<td><em>Hilberry C</em></td>
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<td><strong>Big Data Platforms Galore: Lessons from OneMagnify</strong></td>
<td>Andrew Frey, Chief Information Officer, Marketing Associates</td>
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<td><strong>Big Data &amp; Analytics in Law Enforcement</strong></td>
<td>Deeptinder Uppal, Assistant Division Director, Michigan State Police, State of Michigan</td>
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<td><strong>Lessons from the Field: Every Data Source Goes Real-Time</strong></td>
<td>Jordan Martz, Director of Technology Solutions, Attunity</td>
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<td><strong>From Laptop to Workbench to Cluster Data Science Workbench</strong></td>
<td>John Howey, Senior Systems Engineer, Cloudera</td>
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<td><strong>Big Data Integration: Why Data Readiness is Vital to Successful Analytics</strong></td>
<td>John Thielens, CTO, Cleo</td>
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<td><strong>Managing Hyper-scale Data Analytics Pipelines with Confidence at Amazon</strong></td>
<td>Fletcher Liverance, Principal Software Engineer, Amazon</td>
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<tr>
<td></td>
<td><strong>How can Cognitive Decision Making impact your business today?</strong></td>
<td>Krishna Kallakuri, President of diwo</td>
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<tr>
<td>2:45-3:15 p.m.</td>
<td><strong>Coffee Break/Networking</strong></td>
<td><em>Sponsored by: Attunity</em></td>
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<td>3:15-4:15 p.m.</td>
<td><strong>Panel Discussion: “Balancing Technology and Talent”</strong></td>
<td>Ballroom</td>
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<td><strong>Andrew Frey, Chief Information Officer, Marketing Associates</strong></td>
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<td><strong>Tracy Hewitt, Emerging Analytics Strategy and Acceleration Practice Leader, Ford Motor Company</strong></td>
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<td><strong>John Thielens, CTO, Cleo</strong></td>
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<td><strong>Dr. Flavio Villanustre, VP, Infrastructure &amp; Security, HPCC Systems</strong></td>
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<td>4:15-5:15 p.m.</td>
<td><strong>Keynote: “Big Data - Making the Promise Real”</strong></td>
<td>Ballroom</td>
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<td><strong>Nick Curcuru, Vice President Big Data Practice, Mastercard</strong></td>
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<td>Organizations want the promise of Big Data - using data to drive business decisions, creating a fact based culture, providing customers and employees positive experiences. Over the last 5 years there are still so many organizations struggling to make the promise real. Many organizations have started but their big data initiatives have turned into a bog of data swamps and quagmires of “nice to know” information not producing results. Companies are asking: What are the use cases which make a difference, what data should we collecting and how do we tie the business objectives to data science. Using real world case studies and lessons from the analytic battlefield Nick will help answer these questions and explain why you need to step back from the hype take a deep breath and objectively focus on the problems and questions you want big data to answer.</td>
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<tr>
<td>5:15-5:30 p.m.</td>
<td><strong>Awards Presentation</strong></td>
<td>Ballroom</td>
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<tr>
<td>5:30-8:00 p.m.</td>
<td><strong>Reception &amp; Networking</strong></td>
<td><em>Sponsored by: HPCC Systems &amp; Cleo</em></td>
</tr>
</tbody>
</table>
Poster sessions will take place from 10:30 to 11:30 a.m. on March 23. Posters will be on display throughout the day in the ballroom on March 22 and in room 285 on March 23.

**Obesity Risk Factors Ranking Using Multi-Task Learning**
Authors: Lu Wang, Dongxiao Zhu, Elizabeth Towner, Ming Dong (Wayne State University).

**Deep Reinforcement Learning for Optimizing Carpooling Policies**
Authors: Ishan Jindal (Wayne State University), Zhiwei (Tony) Qin (DiDi Research America), Xuewen Chen, Matthew Nokleby (Wayne State University), Jieping Ye (DiDi Research America).

**Resistance Spot Welding and Big Data Analytics: Opportunities and Challenges**
Authors: Saeed Z.Gavidel, Shiyong Lu, Jeremy L. Rickli (Wayne State University).

**Timely Detection of Abnormal Inactivity Using Smart Meter Data**
Authors: Yanchao Liu, Tingli Hu, Caisheng Wang (Wayne State University).

**bsnsing: A New R Package for Classification Tree Modeling**
Authors: Yanchao Liu (Wayne State University).

**Machine Learning Models for Rapid Detection of Streptococcus Pyogenes with Raman Spectroscopy**
Authors: Brandy Broadbent, Ehsan Majidi, Sally Yurgelevic, Michelle Brusatori, Gregory Auner (Wayne State University).

**Practical Economic Model Predictive Control Design through Nonlinear Model Identification**
Authors: Laura Giuliani, Helen Durand (Wayne State University).

**Rapid Detection of Clostridium Difficile Toxins Using Raman Spectroscopy**
Authors: S. Kiran Koya, Jonathan V. Martin, Sally Yurgelevic, Michelle Brusatori, Changhe Huang, David M. Liberati, Gregory W. Auner, Lawrence N. Diebel (Wayne State University).

**Using Common Value Auction in Cultural Algorithm to Enhance Robustness and Resilience of Social Knowledge Distribution Systems**
Authors: Anas Al-Tirawi, Robert Reynolds (Wayne State University).

**Reduction of Uncertainty in ED Patient Disposition Decision for Early Resource Allocation in Inpatient Units**
Authors: Seung Yup Lee, Ratna Babu Chinnam, Evrim Dalkiran (Wayne State University), Seth Krupp, Michael Nauss (Henry Ford Health System).

**Market Basket Analysis Using Large-Scale Graph-Based Methods**
Authors: Elham Nosrat, Ratna Babu Chinnam (Wayne State University).

**Improvement to the Prediction of Fuel Cost Distribution Using ARIMA Model**
Authors: Zhongyang Zhoa, Chang Fu, Caisheng Wang, Carol J. Miller (Wayne State University).

**Detecting Qualitative Changes in Biological Systems**
Authors: Cristina Mitrea (Wayne State University), Allicia Bollig-Fischer (Barbara Ann Karmanos Cancer Institute), Calin Voichita (Advaita Bioinformatics), Michele Donato (Stanford University), Roberto Romero (National Institutes of Health), Sorin Draghici (Wayne State University).

**Observational Data-Driven Modeling and Optimization of Manufacturing Processes**
Authors: Najibe Sadati, Ratna Babu Chinnam, Milad Zafar Nezhad (Wayne State University).

**Representation Learning with Autoencoders for Modeling Length of Stay in ICUs**
Authors: Najibe Sadati, Dongxiao Zhu, Milad Zafar Nezhad, Ratna Babu Chinnam (Wayne State University).

**Characterizing Customer Choice Modeling for Introducing Niche Products**
Authors: Elham Nosrat, Ratna Babu Chinnam, Evrim Dalkiran (Wayne State University).

**A Sample Average Approximation-Based Parallel Algorithm for Application Placement in Edge Computing Systems**
Authors: Hossein Badri, Tayebeh Bahreini, Daniel Grosu, Kai Yang (Wayne State University).

**Driver Age Estimation through Deep Learning for Autonomous Safety**
Authors: Shixing Chen and Ming Dong (Wayne State University).

**Evaluating the Performance of Coordinated Signal Timing: A Comparison of Common Data Types with Automated Vehicle Location Data**
Authors: Stephen Remias, Jonathan Waddell, Jenna Kirsch (Wayne State University).

**Predictive Deep Network with Leveraging Clinical Measure as Auxiliary Task**
Authors: Xiangrui Li, Dongxiao Zhu, Phillip Levy (Wayne State University).

**Visualization Tools for Electricity Emission Intensity Data**
Authors: Amir Kamjou, Carol Miller (Wayne State University).

**Data Integration for Water Network Models to Simulate Historical Operation**
Authors: Amir Kamjou, Shawn McElmurry, Carol Miller (Wayne State University).

**DATAVIEW: Big Data Infrastructure for Resistance Spot Welding Domain**
Authors: Changxin Bai, Saeed Z.Gavidel, Shiyong Lu, Jeremy L.Rickli (Wayne State University).

**Huron-to-Erie Water Quality Data Platform**
Authors: Lanyu Xu, Carol J. Miller (Wayne State University).

**Prioritizing Locations to Mitigate Crashes by the Use of Michigan Crash Data**
Authors: Ilyas Ustun (Wayne State University).

**Automotive Dealership Management: Deriving Tailored Recommendations Using Big Data**
Author: Haidar Almohri and Ratna Babu Chinnam (Wayne State University), Mark Colosimo, David Creech, Daniel Mathias (Urban Science).
Amit Bhagwan, Manager, Mobility Analytics Products and Prototypes - Ford Motor Company

Amit Bhagwan leads teams developing analytic products that are underpinning the next generation of products and services in the mobility space. These analytic products are part of Ford’s mobility strategy to deliver a broad suite of products and services that enhance all layers of the transportation system – vehicles, infrastructure, connectivity and digital services – to alleviate the transportation drag on cities and help people move more freely in the City of Tomorrow. Amit has previously held technical roles in the analytics space with General Motors and IBM. Amit has a Masters in Predictive Analytics from Northwestern University. He has also received his Masters in Systems Engineering from the University of Michigan - Dearborn.

Richard Bryant, Data Scientist- Improvement Path Systems

Richard brings four years of experience as a research and applied statistician to drive innovative healthcare analytics solutions.

Sergio J. Castillo, President & CEO - Eco BCG

Sergio has been the CEO at Eco BCG for the past 9 years. His experience includes over 20 years in C-level positions in companies such as 3M and Bank of America. He holds an MEM from Duke University and an MBA from Glasgow Business School.

Dr. Peter Chhim, Corporate Warranty Manager - Tenneco

Peter Chhim has nearly 20 years of experience implementing and enhancing quality and warranty systems within the auto industry. His extensive experience spans the automotive supply chain and includes Tier II suppliers and OE equipment manufacturers. In his current role, he is responsible for warranty management of Tenneco's North American Ride Performance business. In this role, he leads a team that oversees and improves customer warranty performance by acquiring, analyzing, and deriving insights and next steps from customer warranty data. He is a published researcher and educator with experience in both industry and academia. He received his Ph.D. in Industrial and Systems Engineering from Wayne State University in 2015.

Nick Curcuru, Vice President, Global Big Data Practice - Mastercard

Nick Curcuru has over 20 years of experience implementing and managing large scale advanced analytics projects across the world for companies such as The Walt Disney Company, Capital One, The Home Depot, Burlington Northern Railroad, Merrill Lynch and The General Electric Company. He helps drive strategic decisions through the use of data and analytics. In his role at Mastercard Advisors, Nick works with executives on their big data strategy to unlock and monetize the value of the organizations’ structured and unstructured data assets. He leads large scale advanced analytics initiatives using a variety of technology including open source solutions like Hadoop to drive customer and operational insights. Nick helps architect big data solutions addressing the people, processes and technology needed to enable data driven insights and fact based decisions. Additionally, he provides thought leadership on the value of big data to companies. Nick is a trusted thought leader, frequently speaking at conferences, publishing articles and conducting learning programs on advanced analytics.

Subu Desaraju, EVP, Performance Marketing - MRM-McCann

Subu Desaraju is a seasoned digital marketing leader with over 20 years of industry experience at leading agencies and strategy consulting firms. Through his career he has worked with Fortune 100 firms at the intersection of business strategy, analytics and marketing technology.

Subu’s expertise resides in developing transformational marketing initiatives enabled by data driven insights and delivered through marketing platform innovation. His experience spans digital performance marketing, CRM, e-Commerce and emerging media. Subu has delivered differentiated and results oriented marketing solutions powered by data for clients across automotive, financial services, media, telecommunications and travel. Subu currently heads the mid-west Performance Marketing and Analytics practice at MRM//McCann. He holds an MBA from the Stern School of Business, New York University and a prior Masters/B.E in Computer & Information Science.

Dr. Ming Dong, Professor - Wayne State University

Ming Dong received his B. S. degrees in electrical engineering and industrial management engineering from Shanghai Jiao Tong University, Shanghai, China, in 1995. He received his Ph. D degree in electrical engineering from University of Cincinnati in 2001. Dr. Dong’s areas of research include pattern recognition, data mining, and multimedia analysis with applications in Healthcare Informatics, Automotive and Medical Imaging. His research is funded by National Science Foundation, National Institutes of Health, State of Michigan, Foundations and Industries. He has published technical articles in journals such as IEEE TPAMI, IEEE TMM, IEEE TKDE, IEEE TNN, IEEE TC, IEEE TFS, IEEE TVCG, Data Mining and Knowledge Discovery, and in leading conferences such as IEEE CVPR, IEEE ICCV, IEEE ICDM, ACM MM and WWW. He has served as an associate editor for IEEE Transactions on Neural Networks, Journal of Pattern Analysis and Applications (Springer) and Smart Health.
Marc Fabbo, Senior Solutions Engineer - MapR
Marc Fabbo is currently a Sr. Solutions Engineer with MapR where he helps customers learn about Big Data and how they can harness the power of it for their businesses. He came to this role after an 18 year career with Teradata where the majority of his focus was helping customers realize value from their investment in data warehouse technology. During his career he has held a variety of positions in including Engineering Director, Product Manager, Professional Services Partner, and Solution Architect.

Joshua Feinstein, Global Data Strategy, AI, Business Intelligence & Analytics - General Motors Corporation
As a member General Motors’ Global Data Strategy, AI & Analytics Services, Joshua is responsible for GM’s Global Connected Customer Business Intelligence & Analytics solutions. Managers and leaders in North America and around the world depend on the information, insights and reporting that his team(s) provide to run their business everyday. Along with IT leadership and business partners, Joshua also contributes to setting direction for how General Motors will run it’s global connected customer data strategy, innovation and analytics business tomorrow and into the future. Prior to coming on board with GM in 2011, Joshua worked at Standard and Poor’s (S&P Global) in New York City. At S&P, Joshua led the design, development and implementation of S&P’s Global Investment Research Services’ Business Intelligence, Enterprise Database Platforms and Data-Integration Systems.

Tom Fisher, Chief Technology Officer - MapR
As CTO, Tom works with enterprise customers to ensure they take full advantage of MapR technology. He also leads initiatives to advance the company’s innovation agenda globally. Tom was previously with Oracle, where he was a senior executive in engineering and operations for over five years, supporting the company’s top 40 cloud customers globally. He was also Oracle’s senior vice president and CIO for global commercial cloud services, focusing on improving service delivery through automation and direct action with customers. Prior to Oracle, Tom served as CIO and vice president of cloud computing at SuccessFactors (now SAP), where he ran cloud operations as well as emerging technologies in product engineering. Additionally, Tom led technology teams at Qualcomm as CIO of CDMA technologies and with eBay Inc. where he was vice president and acting CTO.

Mack Hendricks, Senior Solutions Engineer - HortonWorks
Mack works with enterprise customers on architecting solutions that allows them to realize the business value of Big Data. He also mentors students in preparation for the Wayne State University Annual Hackathon (WSUHack). This includes teaching a hands-on workshop on AI with Spark and Tensorflow.

Tracy Hewitt, Emerging Analytics Strategy and Acceleration Practice Leader - Ford Motor Company
Tracy Hewitt leads the Emerging Analytics Strategy and Acceleration practice for Global Data Insights and Analytics (GDIA) at Ford Motor Company. She joined Ford in 2015 after serving as the Analytics Officer for Global Connected Customer Experience (GCCX) at General Motors. Previously, she led a university-based consulting group that built predictive models for hospitals, Harley-Davidson, Whirlpool, Dow Chemical and more. Her degrees are in (BA, MS) in applied economics from Michigan State University.

John Howey, Senior Systems Engineer - Cloudera
John Howey is a Senior Systems Engineer at Cloudera. He has been working with Big Data, Search and Analytics for the past decade. He has helped many Fortune 1000 companies solve some of the toughest Big Data and Analytics problems. He has over 20 years of diversified experience with software architecture, design and engineering with companies such as Oracle, Endeca Technologies, Sun Microsystems, Netscape, Unisys and Ford. John has a Bachelor of Science in Computer Engineering from the University of Michigan.
Mohan Jayaraman, VP - IoT Solutions & Practice Head - Softura

With nearly 20 years of experience in architecting the digital enterprise, Mohan is Leading IoT & Analytics practice at Softura. He has over 10 years of experience in various Connected Vehicle initiatives for OnStar, Ford and other heavy equipment manufacturers. He led the world’s first LTE Connected Car and Prognostics service as an Enterprise Architect at General Motors. He also led various Connected Car Monetization use cases including B2B integration with Telogis and Insurance Providers for one of the major OEM's Connected Vehicle initiative. Mohan led the U.S. Department of Energy funded Smart Grid IT program for General Motors, where he was integrating the electric vehicle to grid in partnership with various utilities. He has successfully executed various consulting engagements, assessments and workshops to guide the customers embarking IoT and Analytics journey with implementation roadmap.

Krishna Kallakuri, President - diwo

Prior to founding diwo, Krishna was a founding member of DataFactz, one of the fastest-growing analytics company in the Midwest. He brings more than 15 years of expertise in the IT industry as well as senior management experience. Krishna has a strong passion for solving business problems.

Dr. Frank Lee, Global Industry Leader for Healthcare & Life Sciences - IBM Corporation

Dr. Frank Lee is the Healthcare and Life Science industry leader for IBM Systems Group with over twenty years' experience in scientific research and information technology. His work includes the creation of industry reference architecture and its implementation as HPC, cloud, big data and AI platforms for dozens of clients and partners worldwide. As an advocate for the transformation of the industry towards precision medicine, Frank has spoken in dozens of conferences and published in IBM System Journals, Redbook, research paper and HIMSS report. When encountering gaps of technologies, Frank led charges of innovation with inventions in metadata and provenance management. Frank also brings in the subject matter expertise on genomics, an experience that includes participation in the Human Genome Project as a research associate and his training as a molecular biologist at Washington University.

Jason Lee, Founder & CEO - SmartCone Technologies

Jason Lee is the founder and Chief Executive Officer of SmartCone Technologies. Jason has dedicated most of his professional life to developing new technologies that make the world a safer place, with applications in aviation, business intelligence, manufacturing, and software development. He has spent time in Kuwait and Afghanistan with the US military researching and developing smart safety for military use, for which he was presented the Challenge Coin for Excellence. Jason has created three award-winning products. He lives in Calabogie, Ontario, Canada, with his wife and family, where he dreams of finding more cost-effective ways to make technology more helpful and easier for people to use.

Fletcher Liverance, Principal Software Engineer – Amazon

Fletcher Liverance is a Principal Engineer at Amazon Detroit, responsible for Amazon internal Data Analytics platforms. His teams leverage AWS and open source technologies such as EMR, SQS, SWF, EC2, Dynamo DB, S3, Kinesis, Elastic Search and Apache Spark to build and maintain a big data processing platform that enables customers to discover and analyze petabyte-scale data. He specializes in developing tools that enable data engineers and scientists to leverage software development best practices for big data and machine learning projects to help them deliver their best work and have fun doing it.

Michael Marks, Data Scientist - Improvement Path Systems

Michael has seven years of experience building robust data science solutions and translating data from complex hospital settings into comprehensible value.

Jordan Martz, Director of Technology Solutions - Attunity

Jordan is the Director of Technology Solutions at Attunity, a leading provider of data integration and data management software. In this role, Jordan works closely with both the alliances team and the product management team at Attunity with Big Data/Hadoop, IoT and cloud solutions.

Charles Murray, President & Co-Founder - Switched Source

Charles Murray is President and Co-Founder of Switched Source, a company focused on providing hardware solutions to utilities to increase the reliability and efficiency of electricity distribution. Charlie comes from an independent power producer background at Invenergy, where he developed utility-scale solar, wind and natural gas electricity generation projects in the US as well as Central and South America. Charlie earned his bachelor’s and master’s in electrical engineering from the University of Illinois at Urbana Champaign, an MBA from the University of Chicago Booth School of Business, and is a professional engineer in the state of California.

Dr. David Ostrowski, Data Scientist - Ford Motor Company

David Ostrowski has over 30 years professional experience in software development and analytics between the areas of Big Data analytics, manufacturing simulation, analytical modeling, agent-based modeling, database and real-time data acquisition. He currently works at Ford Motor Company as a Data Scientist in Product Analytics within the Global Data Insights and Analytics organization. Dr. Ostrowski received his B.B.A. in Management Information Systems from the University of Michigan-Dearborn in 1987, M.S. in Computer Science from Wayne State University in 1992 with concentration in Software Engineering and Artificial Intelligence and Ph.d. in Computer Science in 2002. He also has two decades of experience as an adjunct professor having taught Computer Science in graduate and undergraduate curriculums in areas including Compiler Design, Theory of Computation and Artificial Intelligence.
Don Penland, Consultant - Microsoft / Netrix

Don is a twenty-year IT veteran with experience in Microsoft productivity tools and solutions. Most recently, Don’s focus has been helping organizations envision and design data transformations to Microsoft cloud solutions.

Dr. Mahesh Rajasekharan, CEO - Cleo

Mahesh Rajasekharan has more than 18 years of experience as a senior software executive in sales and marketing, operations, business strategy, supply chain management, SaaS, enterprise software, consulting services, private equity, acquisition integration, and P&L. Mahesh currently serves as the CEO of Cleo, where he has led tremendous expansion, thought leadership, and customer service excellence. He is considered an industry expert in global supply chain management. Mahesh has authored several industry and academic publications in the areas of supply chain and operations management, and has spoken at numerous industry conferences. Mahesh earned a Ph.D. in Industrial Engineering from Texas A&M University, and he has an M.S. in Industrial Engineering from Texas Tech University and a B.E. in Mechanical Engineering from Anna University, India. Mahesh also earned an MBA in Finance, Strategy, and Marketing from the Haas School of Business at UC Berkeley, where he graduated No. 1 in his class.

Dr. Daniel Reaume, Director, Advanced Analytics - Dow Corning

Dr. Reaume is the Director of Advanced Analytics for the Dow Corning Corporation. In this role, he drives the corporation’s advanced analytics strategy and the implementation of advanced analytics initiatives. Current efforts include projects in the sales, marketing, risk management, compliance, and supply chain areas, with a focus on Big Data. Prior to joining Dow Corning, Dr. Reaume spent 18 years with General Motors, where he was honored three times with GM’s highest award for technical accomplishment for his work improving profits by several billion dollars. Most recently, he led GM’s Senior Leadership Technical Council charged with driving innovation in the corporation. Dr. Reaume earned his Ph.D. from the University of Michigan’s Department of Industrial and Operations Engineering where he was a Rackham fellow and NSERC 1967 fellow. He also holds graduate degrees in law and management and is a licensed professional engineer and attorney.

Dania Rich-Spencer, Vice President, Automotive Innovation Group - Morpace

Dania is Vice President at Morpace, a top 50 global research and consulting firm serving clients in the automotive, financial services, healthcare, retail and consumer goods industries. She is leading the company’s efforts to develop products that provide contextual understanding to complex data sets. Dania has applied her 20 years of automotive and consumer behavior research experience to create a suite of analytical tools designed to optimize Total Cost of Ownership for commercial vehicle owners and to improve product quality and brand loyalty for automotive OEMs. Dania holds a M.S. degree in Psychology from Walden University.

Nisha Sarveswaran, Founder & CEO - Ambience Data

Nisha is an entrepreneur and engineer who is passionate about the environment. She has over 10 years of engineering experience in a wide range of fields including Aviation, Nuclear and Simulation. As an Aerospace Engineer she has a proven ability to develop complex project solutions in data analysis, optimization and hardware/software systems integration. She has extensive experience in service delivery, business development, strategy, operations and software development. She previously worked for Atomic Energy of Canada Ltd and Atlantis Systems Int. At Ambience Data, her responsibilities include overseeing Ambience Data’s overall strategic development, direction, planning and execution. She is directly involved in the development of the real-time software monitoring platform and the development of the advanced air quality sensor systems.

Amy Schneider, Consultant - Microsoft / Netrix

Amy comes with a background in operations and process management prior to moving into working with Microsoft Office 365 and Power BI. She has spent the last 4 years engineering Microsoft solutions that integrate not only Power BI but also integrating other Microsoft tools to bring automation, and collaboration to the world of BI and data analytics.

Keith Shields, Chief Analytics Officer - Magnify Analytic Solutions

Keith Shields is the Chief Analytics Officer of Magnify Analytic Solutions (a division of Marketing Associates). He and his team are responsible for finding data-driven analytic solutions to their clients’ business problems, ranging from credit risk models and loan pricing strategies to customer lifetime value models and targeted 1-1 marketing campaigns. He has 25 years of experience developing and applying quantitative technologies to the fields of Risk Management and Database Marketing. Keith has a BA in Mathematics from Wittenberg University and an MS in Industrial and Operations Engineering from the University of Michigan.

Wayne Snyder, Director of Technology Development - Next Energy

Wayne Snyder is Director, Technology Development at NextEnergy where he oversees planning and execution of connected and emerging technology solutions. Leveraging the company’s cyber physical systems, Internet of Things and data acquisition infrastructure, Snyder assists cross-industry partners and collaborative teams in transforming ideas into integrated technology demonstrations that showcase and validate stakeholder value propositions. Snyder holds a B.S. in Computer Science and an M.S. in Information Systems Engineering from Oakland University. Wayne was presented the Merit Network Innovation Award in 2015 in recognition for development of Internet of Things, AC/DC hybrid data centers and cybersecurity smart grid analytics. He is certified as a Connected Vehicle Professional and Information Technology Infrastructure Library practitioner.
Don Steffes, Vice President of IT International Operations - GM Financial

Don joined GM Financial’s International Operations in July 2013. Since joining, Don created a data strategy and assembled a Business Intelligence and Data Solutions team. The team has delivered a data platform, provided self-service reporting to the business, refreshed the BI and analytics platforms, implemented an enterprise data catalog, reinstated the data governance council, and started a data quality initiative. Through his professional career of 30 years, Don has managed various IT departments and lead many large multifaceted projects. He holds an MBA from Oakland University and an undergrad degree in Computer Science from Wayne State University.

Beaumont Vance, Head of the Enterprise Analytics Center of Excellence - TD Ameritrade

Beaumont Vance is the head of the Enterprise Analytics Center of Excellence at TD Ameritrade. Prior to TD Ameritrade, Beaumont was Head of Advanced Analytics at Fidelity Investments where he led a team of data scientists to drive competitive advantage and efficiency across the firm. Prior to that he was Head of Insurance and Risk at Fidelity Investments. Beaumont is author of Enterprise Risk Management for Dummies, and has been a writer for Risk and Insurance Magazine for 10 years. He holds a B.A. from Wake Forest University and learned much of what he actually uses from the Stanford School of Engineering and Management Science.

Clarisse Taaffe-Hedglin, Executive Architect, Worldwide Client Centers - IBM Systems

Clarisse Taaffe-Hedglin is a cognitive executive architect, responsible for performance analysis and benchmarking on IBM Power Systems. She works in the IBM Systems Worldwide Centers, helping clients define their HPC/HPDA strategy. She runs workshops on identifying deep learning use cases across multiple industries and works with Clients on building prototypes with IBM’s cognitive platforms. Clarisse’s background is in numerical analysis and parallel systems optimization with a Master of Science degree in Mathematics from Purdue University. She resides in Charlotte, NC.

Fred Thompson, Senior Manager - Blue Cross Blue Shield

A long-term Blue Cross and Blue Shield of Michigan employee, Fred Thompson helped steer the Blues through many significant changes in the competitive market place and health care reform. He is one of the first leaders to advocate the creation of an analytical area within the Blues. Under his leadership, the Blues has created a suite of analytical tools that are used in pricing and helping the company understanding its members better. He is constantly in search of advanced analytical tools and algorithms, and promotes best practices pertaining to data mining and data science techniques. Fred has a Bachelors of Science degree in Physics from Alma College and continues his pursuit of higher learning on a daily basis.

John Thielens, CTO- Cleo

John is responsible for crafting technology strategy, innovation, and architecting enterprise integration solutions to solve complex requirements in multi-enterprise, cloud, collaboration, mobile, and other integration challenges.

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Joel Vaughan, Corporate Risk Team - Wells Fargo

Joel Vaughan graduated with a PhD Statistics from the University of Michigan in 201X. He was an Assistant Professor at Quinnipiac University from 201X-2017 where he taught mostly statistics courses. Joel joined the Statistical Modeling and Machine Learning group in Corporate Model Risk at Wells Fargo in 2017. He has been developing techniques and software for implementation and interpretation of Machine Learning models in Credit Risk Applications.

Dr. Flavio Villanustre, VP, Infrastructure & Security - HPCC Systems

Flavio Villanustre leads HPCC Systems. In this position, Flavio is responsible for Information and Physical Security, overall infrastructure strategy and new product development. Prior to 2001, Dr. Villanustre served in different companies in a variety of roles in infrastructure, information security and information technology. In addition, Dr. Villanustre has been involved with the open source community for over 15 years through multiple initiatives. Some of these include founding the first Linux User Group in Buenos Aires (BALUG) in 1994, releasing several pieces of software under different open source licenses, and evangelizing open source to different audiences through conferences, training and education. Prior to his technology career, Dr. Villanustre was a neurosurgeon.

Purush Yeluripati, CEO - Zenith Technology Solutions, Inc.

Purush Yeluripati is the CEO of Zenith Technology Solutions (ZTS), a technology company that provides healthcare organizations with tools and knowledge services needed to succeed with value-based care. He has worked with organizations across the care continuum including Managed Care Plans, Specialty Health Plans, ACOs, DSRIPs, Health Centers, Provider groups and CBOs helping them leverage data and technology to improve outcomes for the patients they serve. Purush has extensive experience providing solutions that meet the needs of teams coordinating care for high-needs, high-risk populations including Medicaid, Medicare and Dual Eligibles, populations with SMI, SED, DD etc. and integrating care for patients with physical and behavioral healthcare needs.

Prior to ZTS, Purush was the involved in county-wide effort at Wayne County to provide a Personal Health Record to every constituent of Wayne County. He also led a technology company that built and marketed an Electronic Medical Records (EMR) software to physicians in Michigan.
STARTUP EXPO
Thursday, March 22 - Student Center Building, Room 285  8:30a.m.-5:00 p.m.

This is a daylong, “Un-Demo Day” with no formal presentations or pitches. It brings together some of Michigan’s best startups, academics and industry leaders to focus on “getting your transformation right” in Big Data & Business Analytics.

The “Un-Demo Day” is like a science fair for startups. We want attendees to stop by to learn what some new companies are doing in the Big Data sector. Startups will have booths to display their products or services as well as areas to speak with people who want to learn more. We encourage people to network, connect and build relationships. In addition, corporate partners will have the opportunity to pre-schedule “1-on-1 Meetings” with startups.

<table>
<thead>
<tr>
<th>Companies participating in the expo</th>
</tr>
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| ![Alchemie](alchemie.png) Alchemie’s digital learning tools provide an intuitive learning experience that encourages students to explore and experiment with concepts.  
www.alchem.ie |
| ![Alocito](alocito.png) Alocito’s mission is to provide a hassle-free, on-demand dining experience by eliminating restaurant wait times and enhancing the overall dining experience.  
alocito.com |
| ![Change Dynamix](changedynamix.png) Change Dynamix delivers early detection of threats from internal changes and cloud activities and allows organizations of all sizes to achieve cost-effective security.  
changedynamix.io |
| ![CORA](cora.png) CORA is a step beyond encryption that delivers “quantum safe, unbreakable data security” that protects information, companies, organizations, communications, and people.  
coracsi.com |
| ![Elevada](elevada.png) Elevada’s self-service data preparation platform allows professionals, teams and organizations to easily transform business logic into actionable, automated processing.  
elevada.com |
| ![Energy Emissions Intelligence](e2int.png) Energy Emissions Intelligence is a big data technology company that enables facility managers and even individuals to easily, quickly, and inexpensively reduce their carbon footprint.  
e2intel.com |
<table>
<thead>
<tr>
<th>Company</th>
<th>Description</th>
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<tbody>
<tr>
<td>FIV HOLDINGS LLC (FIV)</td>
<td>Fintech software development solutions provider formed to bridge a gap in the Annuities Marketplace. <a href="http://fiv.launchrock.com">fiv.launchrock.com</a></td>
</tr>
<tr>
<td>genusConnect™</td>
<td>Family care and centered platform that comprehensively empowers caregivers to work together and securely coordinate information and data exchange. <a href="http://genusconnect.org">genusconnect.org</a></td>
</tr>
<tr>
<td>RXA</td>
<td>Cloud-based software company that offers machine learning and artificial intelligence applications to help business managers make smarter, faster decisions. <a href="http://rxa.io">rxa.io</a></td>
</tr>
<tr>
<td>SpinTech, Inc.</td>
<td>Breakthrough clinical image processing platform for automatic quantification and identification of neuro-vascular biomarkers. <a href="http://spintechimaging.com">spintechimaging.com</a></td>
</tr>
<tr>
<td>trainX</td>
<td>Dedicated to increasing the number of minorities in the artificial intelligence pipeline engineering. <a href="http://trainx.ai">trainx.ai</a></td>
</tr>
<tr>
<td>Voxel51</td>
<td>Provides robust and customized video understanding capabilities to enable advanced video analytics that enhance societal welfare. <a href="http://voxel51.com">voxel51.com</a></td>
</tr>
<tr>
<td>WhooSaid LLC</td>
<td>Real-time digital accountability platform that provides streamlined collaboration tools and processes for education markets. <a href="http://whoosaid.com">whoosaid.com</a></td>
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</table>

**Schedule AT A GLANCE:**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>8:30am – 9:30am</td>
<td>Start-Up Networking</td>
</tr>
<tr>
<td>10:00am – 11:30am</td>
<td>BIG Talent Showcase (targeted students)</td>
</tr>
<tr>
<td>11:30am – 12:00pm</td>
<td>Break/Lunch</td>
</tr>
<tr>
<td>12:00pm – 2:00pm</td>
<td>Un-Demo Day Forum (attendees, company reps, students, etc)</td>
</tr>
<tr>
<td>2:00pm – 4:00pm</td>
<td>1-on-1 Meetings (pre-scheduled) – 25 minute meetings</td>
</tr>
<tr>
<td>4:00pm – 5:00pm</td>
<td>Impromptu 1-on-1 Meetings – 25 minute meetings</td>
</tr>
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</table>
We thank the following sponsors — leading vendors in the space of Big Data and business analytics — for their financial support and for exhibiting their products and offerings at the symposium.

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IBM

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The Big Data & Business Analytics Group at Wayne State University has a charter to assist enterprises in their Big Data adoption and Big Data value extraction challenges. The vision of the group is to be a premier center of innovation in Big Data science and business analytics, with a strong focus on solving real-life business problems in active collaboration with regional industry, while leveraging the core strengths and research interests of our team.

Big Data management and analytics require a host of advanced concepts, tools and technologies, as well as close collaboration among an interdisciplinary team of subject matter experts. Our group has assembled a cross-departmental team of experts who have extensive experience in successfully delivering and leading a variety of Big Data and business analytics projects and initiatives across industries such as health care, manufacturing and automotive, retail, and government.

Big Data is the bridge to the next wave of innovation and growth. By combining data from multiple channels and sources and discovering patterns of interest, businesses can improve operational efficiency and discover new ways of growing their portfolio. Additionally, Big Data has transformative potential, as has been shown by many leading adopters. However, extracting value from Big Data is no ordinary task. Required skills are hard to come by, and companies have to overcome entrenched cultural barriers to facilitate collaboration among silos.

In addition to undertaking projects, Wayne State University is also planning a variety of customized training and certificate programs, as well as a fully online graduate degree in this space. Please contact us for more information.
The Master of Science program in Data Science and Business Analytics offers three disciplinary concentrations consisting of Analytics, Engineering and Business. This collaboration offers a flagship interdisciplinary data science and business analytics program unlike any other.

**Why Data Science & Business Analytics?**

Data Science is a fast-growing science, technology, engineering and mathematics (STEM) field that spans areas of computing, statistics, and operations research to drive business value. Business analytics is concerned with the process of transforming data into insights for making better and timely (actionable) decisions. There has arisen incredible demand for individuals that can synthesize meaningful narratives from data to transform all aspects of an organization. This expertise is critical to transforming organizations into data driven businesses and is rapidly becoming a key requirement for success in the 21st century!

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**We prepare you for a successful career path and not just your next project**

**About the Program**

The Data Science and Business Analytics Master’s Program will walk students through each stage of the analytics pipeline that enables one to collect, clean, understand, model, and report data analyses. Most importantly, students will be trained in leading the development of effective predictive and prescriptive models and successfully getting them “operationalized” into the day to day processes and work-flows of the organization.

**Our goal is to provide a dynamic interdisciplinary curriculum and training for graduates to move into business and hit the ground running. Graduates are prepared to apply the practical knowledge and skills they have gained in computing, databases, statistics, analytics, operations research and business to immediately benefit their employers.**

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**$270B**

Estimated amount big data analytics can raise annual manufacturing GDP by 2020.

- McKinsey Global Institute

**“As data grows more complex, distilling it and bring it to life through visualization is becoming critical to help make results of data analyses digestible for decision makers.”**

- Jim Anderson, CEO, Urban Science

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“Turning a world full of data into a data-driven world [is difficult practice].”

- McKinsey Global Institute

**1,152**

Unfilled analytics jobs within 100 miles of Wayne State University as of March 2017

- Mitalent.org

**“The depth of the commitment that Wayne State has made in the area of Big Data & Business Analytics is very refreshing and quite impressive.”**

- Jim Anderson, CEO, Urban Science

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For more information, visit engineering.wayne.edu/data-analytics
**Core Courses**
- Computing Platforms for Data Science
- Data Science Strategy & Leadership
- Data Science & Analytics

**Required**
- Data Science and Business Analytics Practicum consisting of a final project with industry

**Cost**
- Approx. $32,000

**Example Concentration Courses**
- Data Mining
- Data Modeling Management
- Decision Analysis & Simulation
- Econometrics
- Machine Learning
- Marketing Analytics
- Modern Databases
- Social & Collaboration Networks
- Statistical Methods for Data Science and Analytics

**Example Credits:**
- Full or part-time

**Admission Requirements**
- Meet admission requirements for Graduate School
- GPA ≥ 3.0 for regular admission
- Students with UG Degrees in Engineering or Business from an accredited college or university
- Students from all STEM disciplines will be considered for admission on a case-by-case basis
- GRE/GMAT score

To apply visit: engineering.wayne.edu/data-analytics
Wayne State University Board of Governors

Sandra Hughes O’Brien, chair, David A. Nicholson, vice chair, Michael Busuito, Diane L. Dunaskiss, Mark Gaffney, Marilyn Kelly, Dana Thompson, Kim Trent, M. Roy Wilson, ex officio