2014 Spring Conference Schedule (ver. 3-6-2014)
“Making Data-Driven Decisions”

**Friday, March 21, 2014**

7:30am – 8:30am  **Breakfast/Registration/Networking** (Coca-Cola Commons, 1st Floor)

8:30am – 8:45am  **Open Remarks – Dean Alavi and the EmoryMAC Leadership Team** (Room 130)

8:45am – 9:30am  **Assortment Planning and Optimization in a Retail Environment**
                      Moderator: Professor Doug Bowman, Emory University
                      Maher Lahmar, PhD, Manager R&D, Merchandising Business Intelligence, Target Corporation
                      Rob Parkin, Senior Manager-Group Lead, Collaborative Science, IBM

9:30am – 10:15am  **Cool Phones at a Hot Price: Pricing Analytics at AT&T Mobility**
                      Moderator: Professor Manish Tripathi, Emory University
                      Greg Pharo, Director, Market Research & Analysis, & Charlie Manahan, PhD, Sr. Marketing Scientist, AT&T Mobility

10:15am – 11:00am  **Break & Networking**

11:00am – 11:45am  **New Product Testing: Hatching Menu Ideas at Chick-fil-A**
                      Moderator: Professor Doug Bowman, Emory University
                      Julia Andrle & Justin Winter, Business Insights, Chick-fil-A

11:45am – 12:30pm  **Optimizing the ‘Right’ Marketing Objective**
                      Mike Lewis, Associate Professor of Marketing, Emory University
                      Racy Morgan, Director-Strategy & Analytics, Intercontinental Hotels Group

12:30pm– 1:30pm  **Lunch and Networking** (Coca-Cola Commons, 1st floor)

1:30pm – 2:30pm  **Marketing Analytics Breakout Session #1 (Pick 1 of 3)**
                      [1] *Bayesian Analyses of Customer Databases*, Roger Ares & Brian Jung, Hyatt (room201)
                      [2] *Making Data Work for You*, Saket Kumar, Google & Sam Franklin, 360i (room231)
                      [3] *Emory Sports Marketing Analytics*, Manish Tripathi, Emory (room234)

2:30pm – 2:45pm  **Break & Networking**

2:45pm – 3:45pm  **Marketing Analytics Breakout Session #2 (Pick 1 of 3)**
                      [1] *Bayesian Analyses of Customer Databases*, Roger Ares & Brian Jung, Hyatt (room201)
                      [2] *Bridging Traditional and Social Media: Applications of Content Analysis*, David Schweidel, Emory (room231)

3:45pm – 5:00pm  **Networking Reception** (Coca-Cola Commons, 1st floor)

**Thursday, March 20, 2014 Optional Pre-Conference**

6:30pm – 8:00pm  **Social Media Fundamentals** (Room W525)
                      Moderator: Professor Sandy Jap, Emory University
                      [1] *Examining Paid, Owned, and Earned Media*, Manish Tripathi, Emory
                      [2] *Social Media Intelligence*, David Schweidel, Emory
                      [3] *Social Media in Practice*, Ryan Dickerson, Autotrader

8:00pm – 9:00pm  **Networking Reception** (Room W525)