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| 7:30am - 8:30am | Breakfast/Registration/Networking  
  COCA-COLA COMMONS, 1ST FLOOR                                                                 |                                  | 12:15pm – 1:30pm | Lunch  
  COCA-COLA COMMONS, 1ST FLOOR                                                        |                                  |
| 8:30am - 8:45am | Opening Remarks  
  Dean Erika James and the EmoryMAC Leadership Team  
  ROOM 130                                                 |                                  | 1:30pm – 2:30pm | Faculty Marketing Analytics Breakout Session  
  (Pick 1 of 4)  
  Doug Bowman (ROOM 238)                                                                 |                                  |
| 8:45am - 9:30am | “WeatherFX: The Surprising Ways Weather Affects How Consumers Feel, Where They Go, What They Buy, & Why”  
  Sara Livingston, Director of Enterprise Solutions & Measurement, The Weather Company  
  Moderator: Doug Bowman, Emory University                                             |                                  | 2:30pm – 3:30pm | [2] Pricing Analytics  
  Ramnath Chellappa (ROOM 201)                                                           |                                  |
| 9:30am - 10:15am | “Display Myths Dispelled”  
  Judd Schorr, Director of Data Science & Advanced Analytics, Cardlytics  
  Moderator: Manish Tripathi, Emory University                                         |                                  | 2:30pm – 3:30pm | [3] “Moneyball 2.0”: Closing the Loop  
  Mike Lewis (ROOM 130)                                                                  |                                  |
  David Schweidel (ROOM 231)                                                            |                                  |
| 10:45am – 11:30am | “Coupling Geo-Fencing & Beacon Technology with Real-Time Analytics”  
  Thomas Gage, Senior Product Strategist, Cox Automotive  
  Moderator: Sandy Jap, Emory University                                                |                                  |          | Networking Reception  
  COCA-COLA COMMONS, 1ST FLOOR                                                           |                                  |
| 11:30am – 12:15pm | “From Analytics to Business Results”  
  Dr. Rasmus Wegener, Partner, Bain & Company  
  Moderator: David Schweidel, Emory University                                           |                                  |          |                                                                                           |                                  |