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SABRE

ANALYTICS SUMMIT 2023
NOVEMBER 16

Building a Coastal Analytics Community

MITCHELL COLLEGE OF BUSINESS
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SABRE ANALYTICS SUMMIT
THURSDAY, NOVEMBER 16, 2023

University of South Alabama MacQueen Alumni Center

7:30 **Breakfast and Networking**

8:00 **Welcoming Remarks**
– *Jo Bonner, President, University of South Alabama*
– *Harold Pardue, Ph.D., Interim Dean, Mitchell College of Business*
– *Reid Cummings, D.B.A., Director, South Alabama Center for Business Analytics, Real Estate and Economic Development*

8:15 **Student Attendees Presentation**
Multiple students attending the conference earned a free ticket thanks to the sponsors' generosity and their own ability to convince the event organizer committee that they were truly interested in the field of data analytics. This brief presentation will be an opportunity for a few students to introduce themselves to the audience and state what exactly interests them about data analytics. We encourage industry attendees to approach and interact with the students throughout the day.

8:30 **Morning Keynote: Marketing Analytics**
Data-Driven Marketing Evolution: Navigating Personalization, Privacy, Digital Mastery and AI-Powered Success for Aerospace and Manufacturing Leaders
Join the speakers on a journey as they explore the future of data-driven marketing. This session is designed to delve into an understanding of navigating personalization, privacy, digital mastery, and the pivotal role of AI in achieving marketing success in the aerospace, manufacturing, and other B2B sectors.
– *Ryan Burkett, Senior Partner, Stratagon*
– *Alex Moore, Senior Partner, Stratagon*
– *Melissa Campbell, Director of Client Delivery, Stratagon*

9:30 **Networking Break**

10:00 **People Analytics**
Absence of evidence is not evidence of absence: The data exists, but where is it?
Let's engage in an exercise of data discovery! We will attempt to answer a seemingly simple question, "How do I assess the people factor risk in my cyber security program?" by building a simple data analytics program -- without knowing what data is available nor where it is.
– *Glenda Snodgrass, President, The Net Effect*

11:00 **Check-the-Messages Break**

11:10 **Lunch Keynote: People Analytics (Sponsored by SSAB Americas)**
An Innovative Approach to Analyzing Headcount, Recruiting, Attrition, and Diversity Data
Join the speakers as they demonstrate an innovative approach to analyzing Human Resources (HR) data utilizing an interactive and insightful experience. HR Analytics has transformed from being headcount-focused to becoming well-rounded People Analytics that nowadays focuses on headcount, recruiting, attrition, and diversity, equity, and inclusion.
– *Chris Cox, Founder and GGTK (Good Guy To Know), Boulder Insight*
– *Stuart Santos, Director of Marketing, Product and Business Development, Boulder Insight*
– *Brian Mooneyham, Sr. VP Data Strategy, Operations, A Large Financial Institution*

12:10 **Networking Lunch**

12:40 **Financial Analytics**
Roadmap to Effective Data-Driven Culture at Alfa Insurance
Headquartered in Montgomery, AL, Alfa Corporation manages 700,000+ policies across 14 U.S. states. The speakers will share how Alfa approached the development of its data warehousing and business intelligence capabilities to become a data-driven organization.
– *Megan Johnson, Director of Research, Analytics, Alfa Insurance*
– *Jeff Paul, Director of Research, Data Systems, Alfa Insurance*

1:40 **Check-the-Messages Break**

1:50 **AI and ML in Data Analytics (Sponsored by AM/NS Calvert)**
State of the Automation in Data Analytics: Presence vs. Future in Utilizing Artificial Intelligence and Machine Learning for Data Analytics
Overestimating the functionality of artificial intelligence (AI) in business is not uncommon, yet many approach AI as the ultimate solution to a business problem. Speakers in this session will discuss and demonstrate how human and artificial intelligence differ in attempting to solve an actual HR-related business problem with data analytics. Further, speakers will share their perspectives on how machine learning, rather than AI, is a better fit for data analytics automation.
– *Chris Cox, Boulder Insight, Founder and GGTK (Good Guy To Know)*
– *Alejandro (Alex) Muller, Savvi AI, Founder*

2:50 **Closing Remarks**

3:00 **Hot Cocoa Happy Hour (Sponsored by Tableau from Salesforce)**
Join the happy hour and enjoy a hot chocolate bar, coffee, and cookies while networking with fellow data enthusiasts, potential employers or employees, and industry colleagues.

3:45 **Adjourn**

4:00 **Inaugural Gulf Coast Tableau User Group Meeting**
We are launching a local Tableau User Group (TUG) in Mobile. TUG meetings are inclusive meetup events for Tableau enthusiasts to connect, learn, and discuss all things data. Find inspiration from peers across industries, roles, affiliations, and other areas of interest while advancing your analytics skills.