

# **EXECUTIVE PROGRAM**

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SAS® GLOBAL FORUM 2016

IMAGINE. CREATE. INNOVATE.

April 18 - 21

The Venetian • Las Vegas, NV

[sas.com/globalforumexec](http://sas.com/globalforumexec)

#SASGF

The SAS logo, consisting of a stylized 'S' icon followed by the lowercase letters 'sas', is positioned inside a dark blue diamond shape in the bottom right corner of the page. The background of the entire page is a vibrant teal color with a subtle, abstract pattern of white lines and circles, resembling a network or data visualization.

# Agenda at a Glance

The conference is in The Venetian and Sands Expo.

## Monday, April 18

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- 2:30 - 3:30 p.m.      First-Timers' Session  
[Level 3 - Lido](#)
- 7:00 - 8:30 p.m.      Monday Evening Mingle  
[Level 4 - Lando](#)
- 7:00 - 9:00 p.m.      Charity Event  
[Level 3 - San Polo](#)
- 8:00 - 10:00 p.m.      Tweet-Up hosted by Metacoda and Zencos  
[Level 2 - Artist Foyer](#)

## Tuesday, April 19

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- 7:00 - 8:30 a.m.      Light Breakfast  
[Level 2 - Hall D](#)
- 8:30 a.m. - 12:30 p.m.      Student Symposium Presentations  
[The Quad - Level 2, Hall C, Theater 1](#)
- 10:30 - 11:30 a.m.      Refreshment Break  
[The Quad - Level 2, Hall C and Level 2, Foyer](#)
- Noon - 12:45 p.m.      Theater Sessions  
(Open to Executive and Users Program attendees)
- How to Turn Data Into Stories - Bree Baich, SAS  
[The Quad - Level 2, Hall C, Theater 2](#)
  - Internet of Things: What's Working, What's Not - Beth Parkinson, Rockwell Automation and Tamara Dull, SAS  
[The Quad - Level 2, Hall C, Theater 3](#)
  - Data Strategy: A Blueprint for Modernizing a Company's Data Ecosystem - Evan Levy, SAS  
[The Quad - Level 2, Hall C, Theater 4](#)
- Noon - 2:00 p.m.      Lunch  
[Level 2 - Hall D](#)
- 1:00 - 1:45 p.m.      Theater Sessions  
(Open to Executive and Users Program attendees)
- Data Elevates the Customer Experience - Bruce Rogers, Forbes Media  
[The Quad - Level 2, Hall C, Theater 1](#)
  - An Executive's Cheat Sheet on Open Source, Hadoop and SAS - Tamara Dull, SAS  
[The Quad - Level 2, Hall C, Theater 2](#)

- 1:00 – 1:45 p.m. Theater Sessions (continued)
- Enabling the Internet of Things Digital Transformation - Kathy Ball, Devon Energy and Keith Collins, SAS  
[The Quad - Level 2, Hall C, Theater 3](#)
  - Driving Action With Big Data Analytics - Bill Franks, Teradata  
[The Quad - Level 2, Hall C, Theater 4](#)
- 2:00 – 3:00 p.m. Refreshment Break  
[Level 2 - Foyer](#)
- 2:00 – 4:30 p.m. Talking Points  
[Level 3 - Toscana](#)
- 4:30 – 6:30 p.m. Welcome Reception  
[The Quad - Level 2, Hall C](#)
- 7:00 – 8:30 p.m. SAS Global Forum Opening Session  
[Level 2 - The Venetian Ballroom](#)

## Wednesday, April 20

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- 8:00 – 9:00 a.m. Breakfast and Networking  
[Level 3 - Foyer and Lido](#)
- 8:00 – 10:00 a.m. General Session: Keynote with Ben Casnocha and Technology Connection  
[Level 2 - The Venetian Ballroom](#)
- 8:00 a.m. – 6:00 p.m. Talking Points  
[Level 3 - Toscana](#)
- 9:15 – 10:00 a.m. Sessions
- Creating a Strategic Analytics Culture - Rick Davis, Kellogg Company and Jill Dyché, SAS  
[Level 3 - San Polo 3503-3504](#)
  - Intelligence for the Industrial Internet of Things - Jose Jimenez, Emerson Electric, Shahram Mehraban, Intel and Tom Roehm, SAS  
[Level 3 - San Polo 3501A-3502](#)
  - The Future of Brand Is Experience - Brian Solis, Altimeter Group  
[Level 3 - San Polo 3403-3404](#)
  - The Importance of Data Management to Cybersecurity Analytics - Evan Levy, Christopher Smith, Stu Bradley, SAS  
[Level 3 - San Polo 3401A-3402](#)
  - Things Happen When You Say No - Joseph Colorafi, MD, Dignity Health  
[Level 3 - San Polo 3505-3506](#)

## Wednesday, April 20

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- 9:15 – 10:15 a.m.      Session (60-minute segment)  
Model Risk Management Panel Discussion – Eva Cruz, TD Bank, Karen Reteneller, SunTrust Bank, Syed Hasan, M&T Bank and Sridhar Souriajan, SAS (moderator)  
[Level 3 – San Polo 3405-3406](#)
- 10:00 – 10:30 a.m.      Refreshment Break  
[Level 3 – Foyer](#)
- 10:30 – 11:30 a.m.      Executive Program Keynote: Arianna Huffington – Redefining Success: The Third Metric That Can Benefit Your Bottom Line  
[Level 2 – The Venetian Ballroom](#)
- 11:30 a.m. – 12:15 p.m.      Executive Viewpoint: Jim Goodnight  
[Level 2 – The Venetian Ballroom](#)
- Noon – 2:00 p.m.      Lunch  
[Level 3 – Foyer and Lido](#)
- 12:30 – 1:15 p.m.      Sessions
- Analytics Everywhere: Smarter Actions. Happier Customers. Greater Value – Accenture Digital  
[Level 3 – San Polo 3405-3406](#)
  - Better, Faster, Cheaper: Hadoop and Grid Modernize Nielsen – Bruce Richardson, Nielsen  
[Level 3 – San Polo 3505-3506](#)
  - Flirting With Disaster: Learnings From Analytical Failures – Sterling Price, Walmart Stores, Inc.  
[Level 3 – San Polo 3501A-3502](#)
  - Marketing’s Digital Evolution – Jochen Kieninger, dm-drogerie markt and Michele Eggers, SAS  
[Level 3 – San Polo 3403-3404](#)
  - New York Mets Hit It Out of the Park With Analytics – John Morris, New York Mets  
[Level 3 – San Polo 3401A-3402](#)
- 1:30 – 2:15 p.m.      Sessions
- Adapting to the Connected Customer: Technology Partners Share Opportunities and Challenges – Ed Jimenez, Cisco, Steve Power Brown, Intel and Lori Schafer, SAS  
[Level 3 – San Polo 3505-3506](#)
  - Ready to Select a Business Intelligence Solution? What You Need to Know – Shadi Shahin, Red Hat  
[Level 3 – San Polo 3403-3404](#)
  - Reinvent Your Marketing Organization for the Analytical Marketer – Yiguang Qiu, Amica Insurance, Adele Sweetwood and Michele Eggers, SAS (moderator)  
[Level 3 – San Polo 3401A-3402](#)

- 1:30 – 2:15 p.m. Sessions (continued)
- SAS, Hadoop and Open Source: What Your Brand Needs to Know – Neil Chandler and Andy Wolfe, Shop Direct  
[Level 3 – San Polo 3405-3406](#)
  - The Value Added With Dynamic Reporting in the Cloud – Diane Marian, PhD, University of North Carolina General Administration  
[Level 3 – San Polo 3503-3504](#)
  - Transforming Analytics With Hadoop and Efficient Data Management – Ravi Shanbhag, UnitedHealth Group  
[Level 3 – San Polo 3501A-3502](#)
- 2:15 – 3:15 p.m. Users Program Keynote: David McCandless  
[Level 2 – The Venetian Ballroom](#)
- 2:30 – 3:15 p.m. Sessions
- A Symbiotic Relationship Between Schools and Business – Robert McGrath, PhD, University of New Hampshire  
[Level 3 – San Polo 3401A-3402](#)
  - Driving Efficiency and Profitability With Risk Analytics – Jake Jacobson, Vipul Karundia, Todd Marlin, Ernst & Young and Tom Kimner, SAS (moderator)  
[Level 3 – San Polo 3501A-3502](#)
  - Fighting Fraud: Case Studies – Jason Christie, CIBC, Tim Wolfe, CNA Insurance, Nikhil Aggarwal, Standard Chartered Bank and Greg Henderson, SAS (moderator)  
[Level 3 – San Polo 3405-3406](#)
  - How Internet of Things Is Enabling Cities and Energy Providers to Transform Their Products and Services – Amy Aussieker, Envision America, Raiford Smith, CPS Energy and Tim Fairchild, SAS (moderator)  
[Level 3 – San Polo 3403-3404](#)
- 3:15 – 3:45 p.m. Refreshment Break  
[Level 3 – Foyer](#)
- 3:45 – 4:30 p.m. Sessions
- Driving the Data Revolution: The Connected Vehicle at Ford and Navistar – Kevin Cooper, Ford Motor Company, Gyasi Dapaa, Navistar and Norm Marks, SAS (moderator)  
[Level 3 – San Polo 3501A-3502](#)
  - Reinventing Kelley Blue Book With Big Data and Hadoop – Shawn Hushman, Cox Automotive Media Group  
[Level 3 – San Polo 3503-3504](#)
  - Smackdown in the C-Suite: Chief Marketing Officer vs. Chief Digital Officer – Jill Dyché, SAS  
[Level 3 – San Polo 3401A-3402](#)

## Wednesday, April 20

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- 3:45 – 4:30 p.m. Sessions (continued)
- Translate Contextualized Insights Into Real-Time Engagements – Mike Weger, H&R Block, Chris Nove, Shop Direct, Cesar Augusto de Carvalho, AMX Brasil and Michele Eggers, SAS (moderator)  
[Level 3 – San Polo 3405-3406](#)
  - Turning Machine Learning Into Actionable Insights – Tu Le, SunTrust Bank  
[Level 3 – San Polo 3403-3404](#)
- 4:30 – 6:00 p.m. Executive Networking Reception and Technology Showcase
- SAS® Business Intelligence Solutions
  - SAS® Customer Intelligence
  - SAS® Fraud and Security Intelligence
  - SAS® for the Internet of Things
  - SAS® Cybersecurity
  - SAS® Risk Management  
[Level 3 – Murano](#)
- 8:00 – 11:30 p.m. Kick Back Party at Brooklyn Bowl

## Thursday, April 21

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- 7:00 – 8:30 a.m. Light Breakfast  
[Level 2 – Hall D](#)
- 8:00 a.m. – 5:00 p.m. Talking Points  
[Level 3 – Toscana](#)
- 8:30 – 9:30 a.m. Users Program Keynote: Susan Cain  
[Level 2 – The Venetian Ballroom](#)
- 9:30 – 10:00 a.m. Refreshment Break  
[Level 2 – Foyer](#)
- 10:00 a.m. – 1:00 p.m. Users Program Sessions  
[Level 2 – Veronese, Titian, Bellini](#)

► View the Users Program mobile app for the schedule of sessions.

# Receptions and Networking Opportunities

## Monday, April 18

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- 7:00 - 8:30 p.m.      Monday Evening Mingle  
                                 [Level 4 - Lando](#)
- 8:00 - 10:00 p.m.      Tweet-Up hosted by Metacoda and Zencos  
                                 [Level 2 - Artist Foyer](#)

## Tuesday, April 19

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- 4:30 - 6:30 p.m.      Welcome Reception  
                                 [The Quad - Level 2, Hall C](#)

## Wednesday, April 20

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- 4:30 - 6:00 p.m.      Executive Networking Reception and Technology Showcase  
                                 [Level 3 - Murano](#)

## Kick Back Party at Brooklyn Bowl

8:00 - 11:30 p.m.

Relax and have fun! Enjoy cocktails and a night of dancing, 32 lanes of bowling, six on-site bars and food from world-renowned Blue Ribbon Restaurants. Also enjoy a concert from indie pop band Capital Cities!

(Transportation provided.)



# Information

## Talking Points

To add even more value to your experience, you can request private or semiprivate one-on-one meetings, known as Talking Points, with other attendees, sponsors or SAS experts to discuss a specific issue or business challenge.

Meetings can be scheduled at the Talking Points Check-In desk, located on Level 3, in the main foyer, outside of Toscana. All meetings will be held on Level 3, Toscana and Level 3 Foyer.

For meetings with other attendees, you may connect via the mobile app.

## Networking Lounge

On Wednesday, April 20, stop by the Executive Networking Lounge located on Level 3, Murano to relax, recharge or for an impromptu meeting. The Networking Lounge will be open 8:00 a.m. to 3:00 p.m. and will re-open for the Executive Networking Reception from 4:00 to 6:30 p.m.

## Conference Concierge

There will be two Conference Concierge desks on Levels 2 and 3 Foyers to assist with your conference needs.

## The Quad: Learn. Network. Eat. Socialize.

The Quad is a casual and interactive space where users and executives gather, mingle, share and learn from other SAS enthusiasts. It offers tried-and-true favorites, like demos, as well as new features such as business strategy sessions, theater presentations, games and food.

### The Quad Hours

<b>Tuesday</b>	8:30 a.m. - 2:30 p.m. 4:30 - 6:30 p.m.
<b>Wednesday</b>	10:00 a.m. - 7:00 p.m.
<b>Thursday</b>	Closed

## Conference Mobile App

Make your conference experience a breeze. The app lets you navigate the conference with handy maps, get the latest session content, receive notifications about last-minute changes and connect with other conference attendees. To download, search for "SAS Global Forum" in your device app store or visit [sas.com/sasgf-exec](http://sas.com/sasgf-exec).

Questions about the app? Visit the Mobile App Support desk near registration on Level 2 for more details and assistance.



## Wireless Internet

Complimentary Internet access is available during the conference for all attendees from Saturday through Wednesday. If you have questions, please stop by the Conference Concierge desks.

- **SSID/Username:** SASEvents
- **Password:** SAS\*1976

## Stay Connected

### Latest Updates From SAS® Global Forum 2016

- Keep up-to-date with the latest changes through daily emails.
- Refer to the mobile app for the latest agenda and for help with conference navigation.

### Other Ways to Connect

If you would like to meet with other conference attendees, use the mobile app to message and set up meetings. Make sure to click on the Enable Networking button in your profile for this functionality.

## Social Media



Twitter - @SASsoftware; #SASGF



Facebook - Facebook.com/SASsoftware



LinkedIn - LinkedIn.com/groups/company/SAS



Blog - blogs.sas.com/content/SAS

## Registration Hours

Stop by Level 2 - Sands Expo Foyer during the following times:

Sunday, April 17	3:00 - 6:00 p.m.
Monday, April 18	7:00 a.m. - 8:00 p.m.
Tuesday, April 19	7:00 a.m. - 6:00 p.m.
Wednesday, April 20	7:00 a.m. - 6:00 p.m.
Thursday, April 21	7:00 a.m. - 1:00 p.m.

## Need Help or Have Questions?

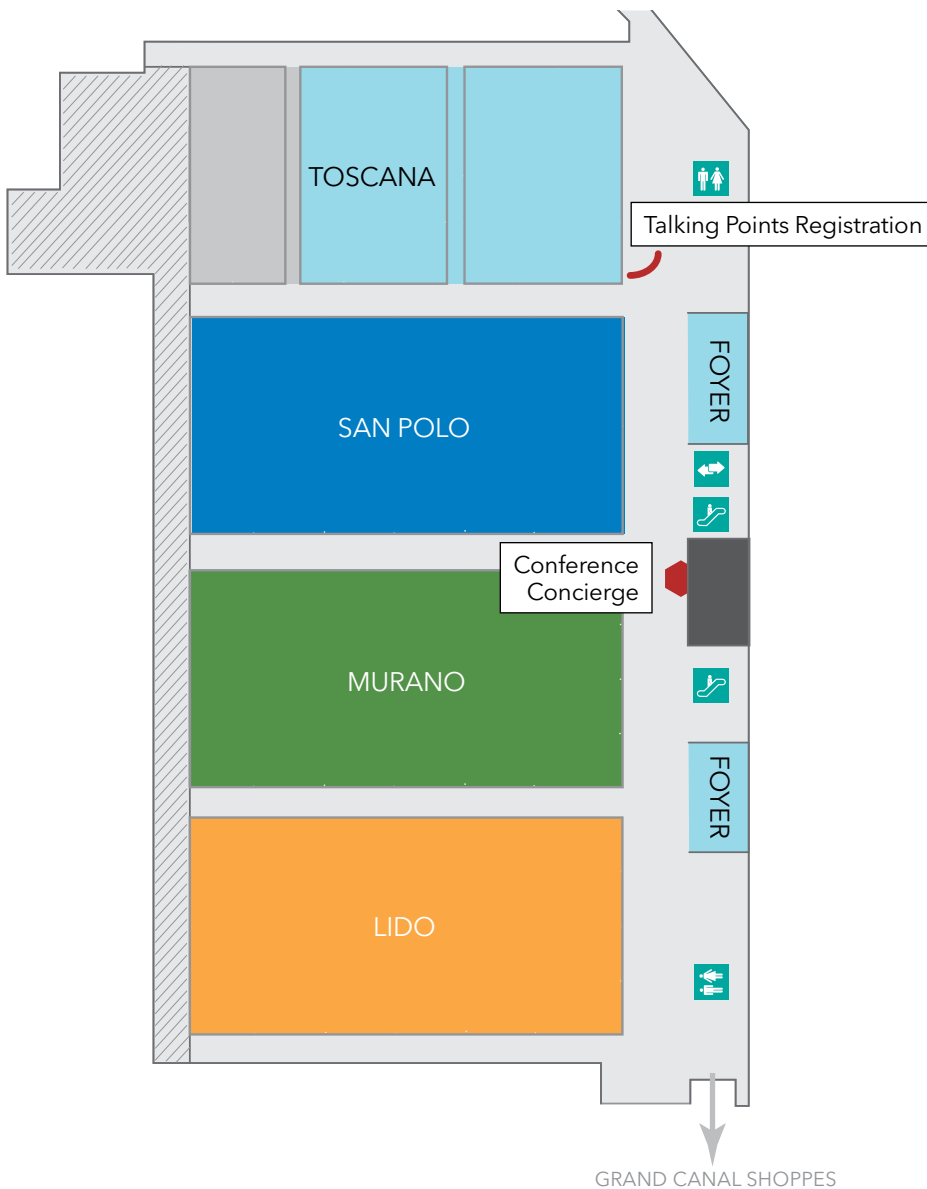
Visit the Conference Concierge desks on Levels 2 and 3 Foyers.

# Conference Maps

## The Venetian

### Level 3

- Dining
- Executive Lounge and Networking Reception
- Charity Event, Executive Sessions and Post-Conference Tutorials
- Private Talking Points, Semiprivate Talking Points and Conversation Area
- Conference Concierge and Talking Points Registration
- Restrooms, Escalators and Elevators



## The Venetian and Sands Expo

### Level 2

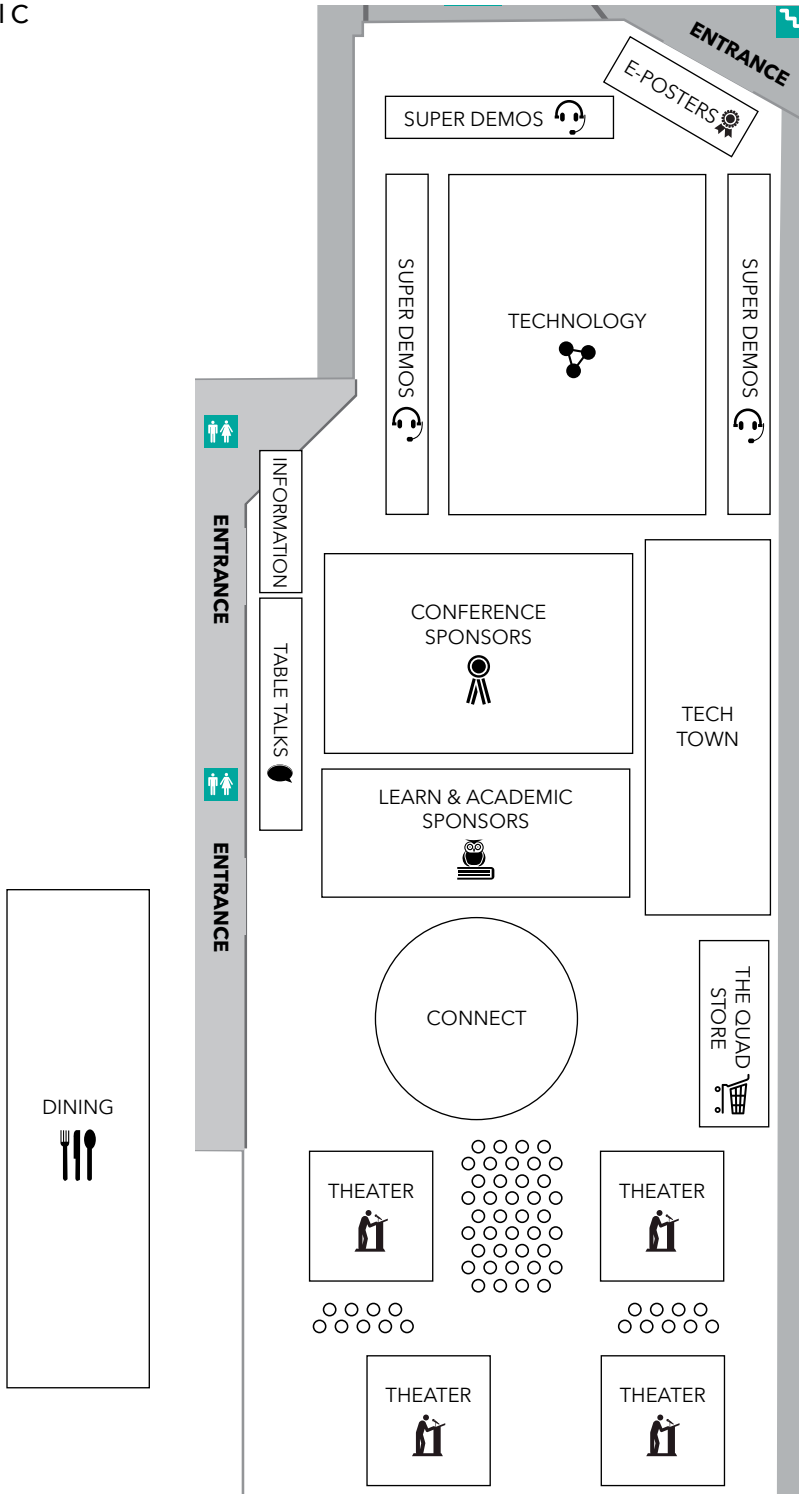
- Users Sessions, Hands-On Workshops, SAS Certification Exams, Pre-Conference Tutorials and Post-Conference Training
- Conversation Seating, Charging Station, DonorsChoose.org and Tweet-Up
- General Session
- Registration and Conference Concierge
- The Quad
- Dining
- Restrooms, Escalators and Elevators



# Conference Maps

## The Quad

Level 2 - Hall C





ANALYTICS EXPERIENCE 2016

# SAVE THE DATE

Join us

September 12 - 14 • Bellagio • Las Vegas



# SAS® GLOBAL FORUM 2017

SAVE THE DATE

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# EXECUTIVE PROGRAM

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SAS® GLOBAL FORUM 2016

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