




# SAS<sup>®</sup> GLOBAL FORUM 2021

AMERICAS | MAY 18 - 20

## BREAKOUT SESSIONS



# AGENDA

BANKING  
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GOVERNMENT  
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RETAIL AND  
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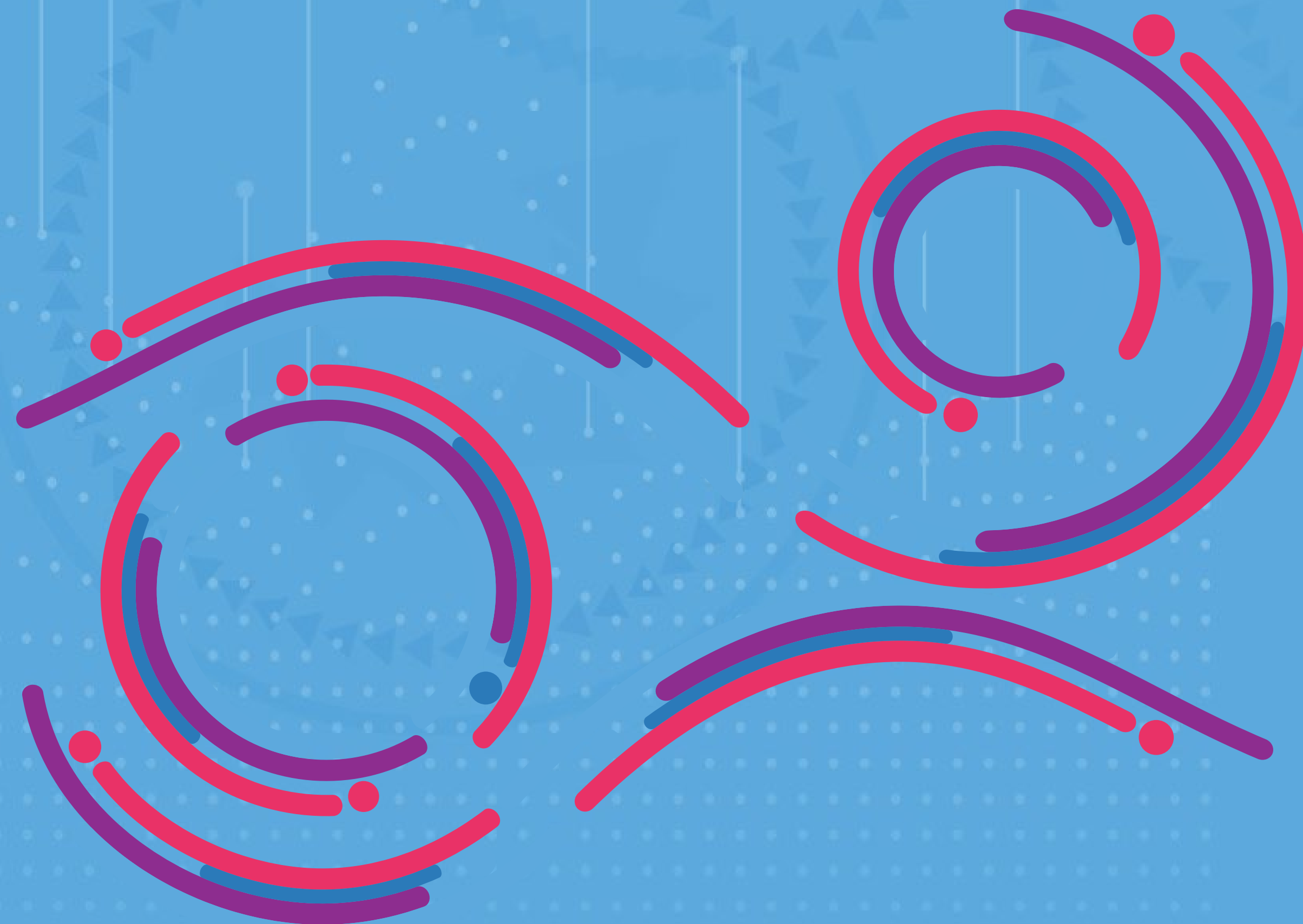
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# BANKING SESSION





# TUESDAY 18<sup>TH</sup> MAY 2021

1:00 PM ET

## Five Pillars for Successful Global Deployment of SAS® Anti-Money Laundering Solution



**Suteera Sripaibulya**

Senior Executive Vice President,  
Bangkok Bank

1:30 PM ET

## Romancing the Pandemic: Dating and Romance Scams During COVID-19



**Will Voorhees**

Senior Vice President – Financial  
Intelligence Unit and Senior Director,  
Truist



**Wren York**

Senior Vice President of  
Financial Intelligence Unit,  
Truist



**David Stewart**

Global Lead for Financial  
Services, Fraud and Security  
Intelligence Practice,  
SAS

2:00 PM ET

## The challenge of building digital services fit for 2025



**Margus Simson**

CDO  
Komerční banka

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2:30 PM ET

## ViViAN: Increasing Fraud Recovery Capacity During COVID-19



**Eva Velasquez**

President and CEO, Identity Theft Resource Center



**Brooke Fortson**

Director of Product Marketing and Sales Enablement, SAS

3:30 PM ET

## Building a Better Bank



**Alex Kwiatkowski**

Industry Principal for Global Banking Practice, SAS



**Thomas Zink**

Research Director, IDC



# WEDNESDAY 19<sup>TH</sup> MAY 2021

1:00 PM ET **Risk Modernization: Risk Analytics Model Life Cycles on SAS® Viya®**



**Stefano Biondi**  
Group Chief Risk Officer,  
Banca Mediolanum



**Terisa Roberts**  
Director, Global Solution Lead for Risk  
Modeling and Decisioning,  
SAS

1:30 PM ET **Prosperity, Security, and Wellbeing: How OP Protects its Customers**



**Kim Sirén**  
Head of Fraud Management,  
OP

2:00 PM ET **Bancolombia: Technology Trends and Risk Management in Latin America**



**Rodrigo Prieto**  
Chief Risk Officer,  
Bancolombia



**Renato Fiorni**  
Principal Industry Consultant,  
SAS

3:30 PM ET

# Spotlight on Risk, Fraud and Financial Crime: Challenges and Trends



**Alex Kwiatkowski**

Industry Principal for Global  
Banking Practice,  
SAS



**Anselmo Marmonti**

Senior Director and Global Head  
of Risk Business Consulting,  
SAS





# GOVERNMENT SESSION





# TUESDAY 18<sup>TH</sup> MAY 2021

1:00 PM ET

## Whole Person Data Empowers Mental Health Services



**Dawnte Early**  
Chief of Research and  
Evaluation,  
MHSAAC



**Marleen Radigan, DrPH**  
Director of Office of Performance  
Measurement and Evaluation,  
NYSOMH



**Josh Morgan, PsyD**  
National Director of Behavioral  
Health and Whole Person Care,  
SAS

1:30 PM ET

## Towards an organization driven by analytics, the case of the FPS Finance Belgium



**Dierk Op 't Eynde**  
Senior Advisor Strategic Support at the Federal Public  
Service Finance (FOD FINANCE) and Board Member,  
Royal Statistical Society of Belgium

2:00 PM ET

## Artificial Intelligence for Faster and Better Diagnosis of the Acute Patient



**Ivan Brandslund**  
Professor and Research  
University of Southern Denmark and  
Lillebaelt Hospital

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3:30 PM ET

# The Next Normal of Public Services Is Data-Driven



**Massimiliano Claps**

Research Director,  
IDC

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# WEDNESDAY 19<sup>TH</sup> MAY 2021

1:00 PM ET

## Tax Compliance and the Importance of Digital Transformation for Tax Administration



**Eric Hylton**

Commissioner of Small Business/  
Self-Employed Division,  
Internal Revenue Service



**Jeffrey Cooper**

Executive Industry Consultant for  
Financial Technology,  
SAS

1:30 PM ET

## Advanced Data and BI Solutions in EU External Border Protection



**Piotr Malinowski**

Head of Information Fusion  
Centre, European Coast Guard  
and border Agency (Frontex)

2:00 PM ET

## Increase Public Safety Through Rapid Response to Guns and Gangs



**Alex Alexander**

Executive Director of Business Intelligence and Analytics,  
Alberta Ministry of Justice and Solicitor General

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2:30 PM ET **Identifying Violence Risk Within Incarcerated Populations**



**Bryan P. Stirling**  
Director, South Carolina  
Department of Corrections



**Sarah Schelle**  
Executive Director of Data  
Science and Analytics,  
Indiana Department of Correction



**Mary Beth Carroll**  
Industry Consultant for  
Government,  
SAS

3:30 PM ET **Responsible AI: Vision, Challenges and Opportunities**



**Andre van der Meer**  
Principle Business Development  
Specialist,  
SAS



**Kalliopi Spyridaki**  
Chief Privacy Strategist for Europe  
& Asia Pacific,  
SAS



# MANUFACTURING SESSION



# TUESDAY 18<sup>TH</sup> MAY 2021

1:00 PM ET

## What Innovation Around AI/Edge and Digital Transformation Means to Georgia-Pacific



**Roshan Shah**

Vice President of Collaboration  
& Support Center and Advanced  
Analytics,  
Georgia-Pacific



**Jason Mann**

Vice President of IoT,  
SAS

1:30 PM ET

## Digital Transformation of the Steel Industry



**Carl Orrling**

Vice President of Technical  
Development,  
SSAB

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2:00 PM ET

# Accelerate your Digital Transformation with the best of two worlds



**Keld Zornig**

Vice President Nordics, Executive  
Sponsor EMEA Manufacturing,  
SAS



**Patrik Sjöstedt**

EMEA Regional Business Leader,  
Microsoft



**Adriaan Van Horenbeek**

Manufacturing Lead Advisory  
Western Europe,  
SAS



**Sébastien Verhelst**

Manufacturing Analytics Expert  
SAS

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# WEDNESDAY 19<sup>TH</sup> MAY 2021

1:00 PM ET **When Data Is Too Hot to Handle: Virtual Metrology for High-Temperature, High-Stakes Manufacturing**



**Dan Beitzel**  
Data Science Manager,  
First Solar

1:30 PM ET **Empower Your Customers to Create Their Best Journeys: Lessons From a Recreational Products Leader**



**Matyas Gabor**  
Vice President of Digital  
Consumer Experience,  
BRP



**Marcia Elaine Walker**  
Global Industry Principal for  
Manufacturing,  
SAS

2:00 PM ET **Agile Demand Sensing to Accelerate Digital Transformation During Times of Disruption**



**Deepak Bhosale**  
General Manager for IT,  
Asian Paints

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# ENERGY SESSION



# WEDNESDAY 19<sup>TH</sup> MAY 2021

## 1:00 PM ET Energy Transition Towards Decarbonization: Will AI Play a Role?



**Carlos Carvalheira**  
Industry Leader Energy &  
Utilities,  
SAS



**Kristian Ruby**  
Secretary General,  
Eurelectric



**Joao Martins de Carvalho**  
Executive Board Member, E-Redes,  
DSO Distribution Company/Networks



**Massimiliano Garri**  
Chief Innovation and Information  
Officer,  
Terna

## 1:30 PM ET Translating Data Into Value, Our Data-Driven Approach in GPG



**Federico Argenio**  
Head of Data Modeling and Analytics,  
Enel Global Power Generation

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# HEALTH CARE & LIFE SCIENCES SESSION



# TUESDAY 18<sup>TH</sup> MAY 2021

1:00 PM ET **Navigating a Health Journey With Data**



**Matthew McGinnis**

Managing Director, Head of Data Science CoE  
and Pharmacy and Specialty Solutions Analytics,  
Evernorth

1:30 PM ET **How Mercy Is Improving Health Outcomes With Patient-Centric Analytics**



**Kerry Bommarito**

Director of Data Science,  
Mercy



**Jiajeng Chen**

Sr. Data Scientist,  
Mercy



**Rachel Neuhalfen**

Data Scientist,  
Mercy

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2:00 PM ET

## Taking Engagement to the Next Level in Pharma



**Nick Passey**

Vice President of Commercial  
Digital and IT,  
AstraZeneca



**Patrick Homer**

Advisory Industry Consultant,  
SAS

2:00 PM ET

## Region Stockholm COVID-19 Response and Vaccination Management Using SAS® Viya®



**Ulf Hertin**

Principal Business Solutions  
Manager,  
SAS



**Maria Pia Hergens**

Lead contact tracing  
Region Stockholm



**Joaquim Filipsson-Lillo**

Data Scientist  
Region Stockholm



**Per Haglund**

Data Scientist  
Region Stockholm

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## The Modernization of Pharmaceutical Analytics in a Post-COVID World: A Prediction



**Mark Lambrecht**

Director of Global Health and  
Life Sciences Practice,  
SAS



**Jonathan Riches**

Sales Director of EMEA  
Life Sciences,  
SAS

1:30 PM ET

## Advancing the Use of Real-World Evidence to Enable Health Care Decision Making



**Brian Bradbury**

DSc, Vice President of Center for  
Observational Research Amgen

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2:30 PM ET **Improving Public Health Decisions Through Data and Analytics**



**Kris Komanduri**

Head of Information Management  
and Senior Director,  
New York City Health and Hospitals



**Manoj Kumar Mishra**

Secretary of Electronics & IT,  
Government of Odisha



**Steve Kearney**

Medical Director,  
SAS

3:00 PM ET **Contact Center Transformation With Speech Analytics**



**Mark Vanthoff**

Data Science Manager,  
Bupa Australia



**Alyssa Farrell**

Advisory Product Marketing  
Manager,  
SAS

# INSURANCE SESSION





# TUESDAY 18<sup>TH</sup> MAY 2021

1:00 PM ET

## Machine Learning Facts, Myths & Pitfalls: The Road to Analytics Hell Is Paved with Good Intentions



**Andy Pulkstenis**

Director of Data Science and Advanced Analytics,  
State Farm Insurance

1:30 PM ET

## Managing Customer Experience Across the Insurance Lifetime



**Isabelle Flückiger, PhD**

Director of New Technologies  
and Data,  
Geneva Association



**Simone Ranucci Brandimarte**

President,  
Italian Insurtech Association



**Alena Tsishchanka**

Insurance Lead EMEA,  
SAS



**Andreas Becks**

Head of Customer Advisory  
Insurance DACH,  
SAS

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2:00 PM ET

## Core Process Transformation in Insurance



**Vladimir Nikulin**

Head of Pricing and Risk  
Technology,  
VSK Insurance



**Esra Korkmaz**

Senior Manager of Data Studio,  
Eureko Sigorta



**David Hartley**

Global Director of Fraud and  
Security Intelligence,  
SAS

2:30 PM ET

## The Challenge of Digital Resiliency for the New Normal



**Patrick Van Brussel**

Research Director of European  
Financial Insights,  
IDC

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# RETAIL AND CPG SESSION



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2:30 PM ET **SAS® Helps Martins Wholesale Through the Digital Transformation**



**Nilton Mayrink**

CIO and Head of B2B/B2C,  
Martins Wholesale

3:00 PM ET

## Waitrose & Partners Serves Up the UK's Most Trusted Grocery Experience with Supply Chain Analytics



**Jon Mayes**

Waitrose & Partners



**Richard Widdowson**

Vice President of Global Retail  
and CPG Solutions,  
SAS

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## How Procter & Gamble Accelerates Product Innovation Through Analytics and Digital Transformation



**Greg Stevens**

Director of F&HC Digital Innovation; Modeling & Simulation, Procter & Gamble



**Nats Esquejo**

Principal Scientist for F&HC Modeling & Simulation, Procter & Gamble



**Dan Mitchell**

Director of Global Retail and CPG Practice, SAS

1:30 PM ET

## Transformation in Retail and Consumer goods - The impact and opportunity in the 'New Digital Normal'



**Andrew Fowkes**

Director of CPG and Retail Practice, SAS



**Mitch Rutledge**

Director of Sales, SAS



**Andrew Jennings**

AJ Business Advisory Services



**Sertan Eratay**

Digital Labs Istanbul Leader, McKinsey

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2:00 PM ET **Analytics Journey at Yıldız Holding: How to Succeed in Integrated Consumer Goods and Retail Business**



**Gül Erol**  
CIO,  
Yıldız Holding

2:30 PM ET **Analytics to Cope With the New Normal**



**Danila Naumov**  
Chief Data Officer,  
Utkonos

3:00 PM ET **C.H. Robinson: The Key to Breakthrough Supply Chain Agility in an Ever-Changing Transportation Market**



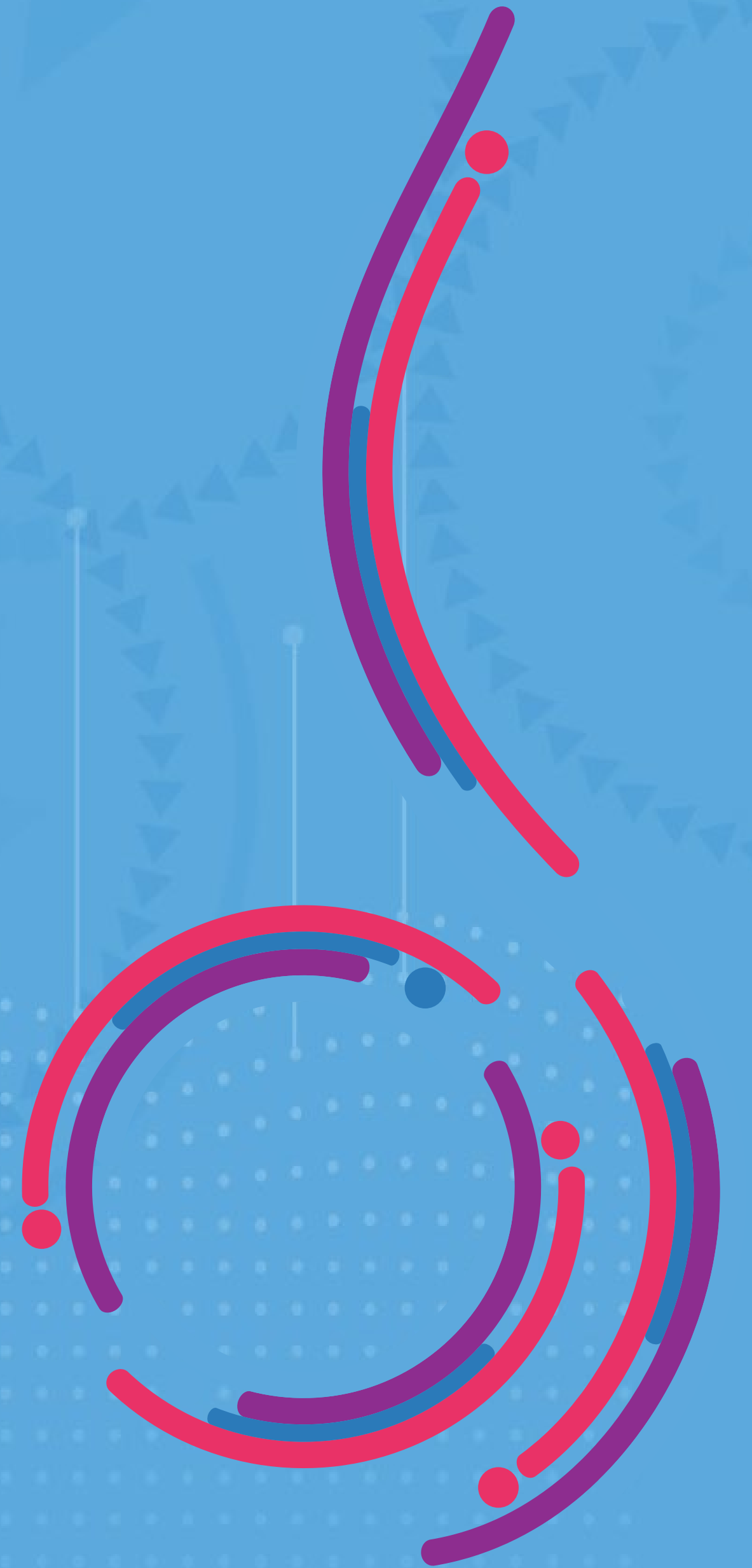
**Chris O'Brien**  
Chief Commercial Officer,  
C.H. Robinson



**Richard Widdowson**  
Vice President of Global Retail  
and CPG Solutions,  
SAS



# TELECOMMUNICATIONS AND MEDIA SESSION



# TUESDAY 18<sup>TH</sup> MAY 2021

2:30 PM ET **The Role of AI and Machine Learning in Network Planning**



**Teresa Herrero Zamorano**  
Network Strategy and Capacity  
Manager,  
Telefonica

3:00 PM ET **Tax Analytics: Straight to the Bottom Line**



**Auana Mattar**  
Chief Information Officer,  
TIM Brasil



**Gustavo Alves**  
Chief Financial Officer,  
TIM Brasil

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# WEDNESDAY 19<sup>TH</sup> MAY 2021

2:30 PM ET **Five Tech Innovations shaping the Future'**



**Peter Linder**  
Head of 5G Marketing,  
Ericsson

3:00 PM ET **Being a CDO in a Highly Competitive Market: Technology, Math and Philosophy**



**Massimo Arciulo**  
Chief Data Officer,  
TIM

3:30 PM ET **New Generation Telco Enterprise Cloud Services**



**Ömer Ferit Gazimihal**  
Director Enterprise Product Management,  
Turkcell Digital Business Services

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## EDUCATION

3:00 PM ET Insight, Insight Burning Bright: Describing Analytics Impact



**Pete Smith**

Chief Analytics Officer and  
Professor of Modern Languages,  
University of Texas at Arlington

# WEDNESDAY 19<sup>TH</sup> MAY 2021

## EDUCATION

3:00 PM ET Duval County Public Schools: Accelerating School Performance With Analytics



**Saul Bloom**

Director of Research, Evaluation and Data,  
Duval County Public School

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# AGRICULTURE

3:00 PM ET

## AI-Powered Research Accelerates Development of Sustainable Crop Protection Products



**C. Tony Liu, PhD**  
Chief Scientific Officer and  
Co-Founder,  
Boragen



**Luke Steere, PhD**  
Crop Protection Lead,  
Boragen



**John Gottula**  
Senior Industry Consultant,  
SAS

3:30 PM ET

## Gavilon: Accelerating Agriculture Risk Management With Advanced Analytics in the SAS® Cloud



**Tony Vojslavek**  
Chief Risk Officer,  
Gavilon Group



**Scott Pete**  
Senior Account Executive for  
Manufacturing,  
SAS

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# SPONSOR SESSIONS



# TUESDAY 18<sup>TH</sup> MAY 2021

2:30 PM ET **The Future of AI With Intel**



**Nash Palaniswamy**

Vice President, SMG, General Manager,  
AI, HPC, and Datacenter Accelerators  
Solutions and Sales

The Intel logo, consisting of the word "intel" in a blue, lowercase, sans-serif font, with a small registered trademark symbol (®) to the upper right.

3:00 PM ET **Increase Confidence, Lower Risk in Regulatory Compliance  
With Regulatory Assist IFRS 17 Solution**



**Nat D'Ercole**

Partner, Data and Analytics  
Modernization Leader for Omnia  
AI



**Ray Outar**

Director of Omnia AI

The Deloitte logo, consisting of the word "Deloitte" in a bold, black, sans-serif font, followed by a small green dot.

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# WEDNESDAY 19<sup>TH</sup> MAY 2021

2:00 PM ET

## Scania Financial Services: Practical Insights From the Front Lines of Digital Transformation



**Helena Hörnebrant**  
Director of Operations,  
Scania Financial Services

 **accenture**

2:30 PM ET

## Curious About SAS<sup>®</sup> Viya<sup>®</sup> on Microsoft Azure? Take a Tour!



**Garrett Putman**  
Global Marketing Team Lead,  
SAS

 **Microsoft**

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# USER SESSIONS





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## Analyzing Data Missing Due to COVID-19: From Raw Data to ADaM and Beyond



**Yuliia Bahatska**  
Roche

2:00 PM ET

## The Beauty and Brains of Actionable Data: From Concept to Reality



**Joe Perez, PhD**  
NC Department of Health and  
Human Services

3:30 PM ET

## SAS Community Spotlight: How Collaboration Can Elevate Your Game in Data and Analytics



**Panel:**  
**Allan Bowe**  
Analytium Group



**Joe Furbee**  
Senior Digital Marketing  
Specialist,  
SAS



**Hosts:**  
**Daniel Hatton**  
Director of Alliances  
EMEA,  
Core Compete



**Chris Hemedinger**  
Senior Marketing  
Manager,  
SAS

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## Auditing Algorithms: The Need for New Tools to Combat Bias in Artificial Intelligence



Jason Brinkley  
Abt Associates

3:00 PM ET

## Embracing Digital Transformation With SAS<sup>®</sup> Viya<sup>®</sup> and Cloud Analytics



Benjamin Zenick  
Zencos



Christopher Beall  
Development Director,  
Collaborative Work Environment  
(CWE)

3:30 PM ET

## SAS Community Spotlight: SAS BOWL LIVE SAS Global Forum 2021



**Quiz Master:**  
Chris Hemedinger  
Senior Marketing Manager,  
SAS



**Host:**  
Bartosz Jabłoński  
Warsaw University of Technology,  
Citibank Europe

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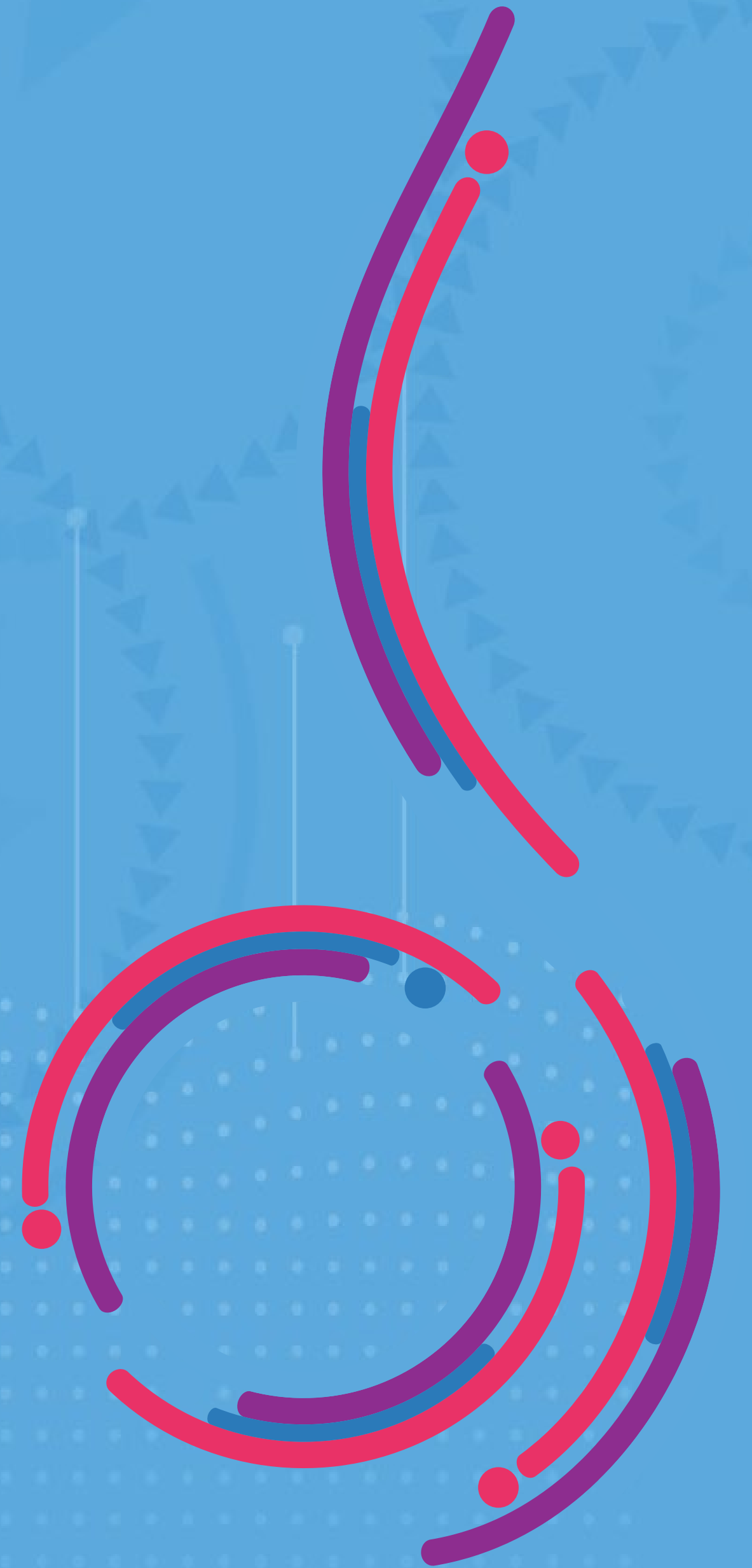
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# TECHNICAL SESSIONS



# TUESDAY 18<sup>TH</sup> MAY 2021

1:00 PM ET **SAS® Connectivity in the Cloud**



**Ron Agresta**

Senior Director of Research and Development,  
SAS

1:30 PM ET **An Introduction to Reinforcement Learning in SAS® Viya®**



**Jorge Silva**

Senior Manager of Advanced Analytics R&D,  
SAS

2:00 PM ET **Accelerate Your Migration to SAS® Viya®**



**Gary Mehler**

Senior Director of Research and Development,  
SAS



**Michelle Ryals**

Senior Manager of Software Development,  
SAS

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2:30 PM ET **Explore, Share, Tell the Story**



**Robby Powell**

Advisory Product Manager,  
SAS

3:00 PM ET **Causal Analysis Using SAS® Statistics Procedures**



**Clay Thompson**

Senior Research Statistician  
Developer,  
SAS

3:00 PM ET **Hyper-automation with SAS Decisioning and Microsoft Power Automate**



**Jeremy Chen**

Principal Product Manager,  
SAS



**Alex Ge**

Data Scientist,  
SAS



**Bart Vierbergen**

Power Platform Product Manager,  
Microsoft

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3:30 PM ET **Modern Econometrics Methods**



**Gunce Walton**

Manager of Advanced Analytics  
R&D,  
SAS

3:30 PM ET **Detecting System Anomalies and Degradation Using Subspace Tracking on Streaming IoT Data**



**Zohreh Asgharzadeh**

Manager of Advanced Analytics  
R&D,  
SAS

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# WEDNESDAY 19<sup>TH</sup> MAY 2021

1:00 PM ET Physical Distancing and Crowding Monitoring Using Computer Vision'



**Hardi Desai**

Senior Associate Machine  
Learning Developer,  
SAS

1:30 PM ET Interactive Modeling in SAS® Visual Forecasting



**Joe Katz**

Principal Product Manager,  
SAS

2:00 PM ET Making Text Analytics More Approachable: An Example Using a Customer Service Application



**Sundares Sankaran**

Solutions Architect,  
SAS

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2:30 PM ET **What's New in SAS® Visual Analytics 2021**



**Rajiv Ramarajan**  
Senior Manager of User  
Experience Design,  
SAS



**Jeff Diamond**  
Director of Research and  
Development,  
SAS

3:00 PM ET **What's New in SAS® Data Management**



**Kumar Thangamuthu**  
Senior Product Manager,  
SAS



**Nancy Rausch**  
Senior Manager of Software  
Development,  
SAS

3:00 PM ET **Best Practices When Moving SAS® to Microsoft Azure**



**Margaret Crevar**  
Senior Manager of Software  
Development,  
SAS

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3:30 PM ET **The Human-Machine Relationship in End-to-End Machine Learning**



**Brett Wujek**

Principal Product Manager,  
SAS

3:30 PM ET **Migrating to SAS® Studio on SAS® Viya®**



**Brian Johnson**

Principal Software Developer,  
SAS



**Amy Peters**

Principal Product Manager,  
SAS

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