Lindner Center of Centers: U Square @ the Loop
225 Calhoun Street, Suite 300, Cincinnati, Ohio 45219 | 513-556-7146 | business.uc.edu/analytics-center

ABOUT THE CENTER

UC’s Center for Business Analytics in the Carl H. Lindner College of Business was established in 2012 as an educational exchange hub for ideas and best practices on applying analytical methods to enhance business outcomes. The Center holds events that host national speakers and partners with leading organizations that offer educational support to its faculty and the students in the Master of Science in Business Analytics and Master of Science in Information Systems programs.

CENTER STAFF

Professor Jeff Camm, Director | Professor Mike Fry, Assistant Director | Geoff Smith, Executive in Residence
Tricia Burger, Administrative Assistant | Larry Porter, Marketing Assistant

CENTER MEMBERS

Thank you for your continued support!
EDUCATING  INVESTIGATING  INTEGRATING  PROMOTING  … ANALYTICS

The UC Center for Business Analytics brings together managers and employees from member companies, a renowned multi-disciplinary group of UC faculty and graduate students to create a rich forum for the exchange of ideas about new ways to apply analytics to solve complex business problems and strengthen organizational performance.

Our mission is to be a premier educational resource for the investigation, integration and promotion of analytics.

Through its affiliation with Lindner’s Department of Operations, Business Analytics and Information Systems, the Center provides excellent students from the Master of Science in Business Analytics, Master of Science in Information Systems and Graduate Certificate programs to work on member projects and provide well-trained candidates for internships and full-time employment. The Center hosts high-profile events and educational seminars for the business community.

MEMBER BENEFITS

- Direct access to faculty and thought leaders in analytics
- Registration fees waived for Center symposia
- Networking opportunities to learn from fellow analytics professionals through Member-only meetings

JOIN, FOLLOW & VISIT

To become a member, contact the Carl H. Lindner College of Business:

- (513) 556-7140
- business.uc.edu/centers/analytics-center

@LindnerCollege | @UCBusAnalytics
#AnalyticsSummit

UCLindnerCollege
# Analytics AGENDA

<table>
<thead>
<tr>
<th>Time</th>
<th>Session/Activity</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00 - 9:00 a.m.</td>
<td>Registration and Continental Breakfast - Grand Ballroom</td>
<td></td>
</tr>
<tr>
<td>Opening &amp; Keynote</td>
<td>Welcome &amp; Opening Remarks: Dean David Szymanski, PhD, Lindner College of Business and Jeff Camm, Director, Center for Business Analytics, Lindner College of Business</td>
<td>Grand Ballroom</td>
</tr>
<tr>
<td>9:00 - 10:30 a.m.</td>
<td>Keynote Presentation: “Predictive Analytics: Delivering on the Promise of Big Data” by Eric Siegel, founder of Predictive Analytics World and author of Predictive Analytics: The Power to Predict Who Will Click, Buy, Lie, or Die</td>
<td>Grand Ballroom</td>
</tr>
<tr>
<td>Breakout Session Tracks</td>
<td>Descriptive Analytics Mt. Lookout Room “How to Command Attention from Management... and even the Boardroom” David Faulk, Senior Vice President of Human Resources, Macy’s</td>
<td>Amphitheater I “Modeling Analytics and Stress Testing in Fifth Third Bank” Warren Butterworth, Senior Vice President Deputy Chief Consumer Credit Risk Office and John Guo, Director of Consumer Risk, Fifth Third Bank</td>
</tr>
<tr>
<td></td>
<td>Predictive Analytics Amphitheater II “Enhancing the 'Magic' with Analytics” Louie Kuznia, Senior Decision Science Consultant, The Walt Disney Company</td>
<td>Analytics Applications in Social and Mobile Media* Mt. Storm Room “Measuring the Impact of Social Media” Krista Neher, CEO, Boot Camp Digital</td>
</tr>
<tr>
<td>12:30-1:30 p.m.</td>
<td>Session 3 “Data Driven Content: Using Information to Drive Conversation, Communication, and Innovation” David Bowman, Chief Marketing Strategist, The Ohlmann Group</td>
<td>Lunch Break - Grand Ballroom</td>
</tr>
<tr>
<td>2:45 - 4:00 p.m.</td>
<td>Afternoon Refreshments - Grand Ballroom</td>
<td>Lunch Break - Grand Ballroom</td>
</tr>
<tr>
<td>2:30 - 2:45 p.m.</td>
<td>Keynote Closing Remarks</td>
<td>Lunch Break - Grand Ballroom</td>
</tr>
<tr>
<td>8:00 - 9:00 a.m.</td>
<td>Keynote Presentation: “Turning Data into a Business Advantage through Optimization.” Jack Levis, Director of Process Management, UPS</td>
<td>Lunch Break - Grand Ballroom</td>
</tr>
<tr>
<td>9:00 - 10:30 a.m.</td>
<td>Closing Remarks: Jeff Camm, Director, Center for Business Analytics</td>
<td>Lunch Break - Grand Ballroom</td>
</tr>
</tbody>
</table>

*Track arranged and sponsored by Business Technology Summit 2014
Thank you to our event sponsors...
“Predictive Analytics: Delivering on the Promise of Big Data”

Eric Siegel, Ph.D. – Founder of Predictive Analytics World and Author of Predictive Analytics: The Power to Predict Who Will Click, Buy, Lie, or Die

The excitement over “big data” has grown dramatically. But what is the value, the function, the purpose? The most actionable win to be gained from data is prediction. This is achieved by analytically learning from data how to render predictions for each individual. Such predictions drive more effectively the millions of operational decisions that organizations make every day. In this keynote, Predictive Analytics World founder and Predictive Analytics author Eric Siegel reveals how predictive analytics works, and the ways in which it delivers value to organizations across industry sectors.

“Turning Data into a Business Advantage through Optimization”

Jack Levis, Director of Process Management, United Parcel Service

Turning data into a business advantage through optimization is the goal of most organizations. The ever growing availability of data, along with expanding computing power and tools, opens the door to businesses gaining competitive advantage through analytical processes and skill. For UPS, process reengineering, data management, and advanced analytics are core to performance improvement.

Levis will share his experiences and best practices to compete with analytics, requiring organizational support in the form of data, tools, and senior management commitment. UPS has gone through a long evolution in moving up this analytical hierarchy which required organizational commitment and significant process change. While many lessons were learned along the way, the end result has been reduced cost, improved service to customers, and a data driven architecture for the future. This presentation will show how UPS built upon a culture of engineering and quantitative analysis. Those core competencies are the foundation of systems reengineering efforts that use advanced analytics and location information. Examples of the changed processes will be presented as well as lessons learned from the journey.
Session TRACKS

DESCRIPTIVE ANALYTICS TRACK

“The Connecting with Metrics: How to Command Attention from Management… and even the Boardroom”
David Faulk – Senior Vice President, Macy’s Inc.

How can we advance from databases, spreadsheets and dashboards to driving results for businesses and becoming consultants to management? This presentation will describe lessons learned from a 10 year journey that started with a compilation of reports and has ended with driving results. We will present conclusions on how to drive a metrics and analytics department and evolve it into a key management function.

“The Road to Moneyball in the NFL”
Geoff Smith, Technical Advisor for the Cincinnati Bengals

Moneyball, Michael Lewis’ ground-breaking book and the ensuing movie starring Brad Pitt, tells the story of a small-market baseball team that utilizes advanced statistics and analytics to provide a competitive advantage. However, just as not all actors look like Brad Pitt, not all sports’ use of analytics looks like baseball (i.e., some sports look more like Jonah Hill). Football is a complex multi-variable system with 22 players dynamically interacting on each play (vs. the relatively simple 1-on-1 match-up of pitcher vs. batter in baseball). Because of this complexity, NFL teams tend to be in an earlier stage of maturity in the effective/appropriate use of analytics. This session will describe the journey – the work to create the foundational data infrastructure, establishing common/accepted measures, and the use of descriptive analytics to improve decision making in the area of Player Personnel (College Draft, Free Agency, etc.) and Coaching (Game Planning, Self-Scouting, etc.).

PREDICTIVE ANALYTICS TRACK

“The Power to See Inside”
Jeff Shaffer, Vice President of Information Technology and Analytics, Unifund

What we see depends mainly on what we look for.” - John Lubbock. Mr. Shaffer will present “The Power to See Inside” and will examine techniques for exploratory data analysis and data visualization to help gain insight into the data. Using both sample datasets and real-world data sets he will demonstrate various methods in exploring and analyzing the data and visually displaying the data to gain insights.

“Modeling Analytics and Stress Testing in Fifth Third Bank”
Warren Butterworth, Senior Vice President, Deputy Chief Consumer Credit Risk Office, Fifth Third Bank
John Guo, Director of Consumer Risk, Fifth Third Bank

Based on the Dodd Frank Act, the Federal Reserve Board requires U.S. banks with assets of $50B to develop capital plans assessing the capital adequacy in the annual Comprehensive Capital Analysis & Review, known as CCAR. Eighteen major firms have participated since 2011 and 12 newly joined in 2014. In CCAR, each firm uses quantitative risk models as the basis to project expected losses. A range of approaches exist to estimate losses; we will emphasize the best practice widely used for consumer portfolios. We begin by introducing the stress test and CCAR to lay out the background of credit loss estimation and to establish the connection between expected losses and risk parameters. Various modeling approaches for risk parameters will be surveyed from basic to advanced. The presenters will look at model practices currently used in consumer risk by combing their successful experience in CCAR exercises.
“Predictive Analytics – It’s Just Math”
Jim Holtman – Data Munger Guru, Kroger
Doug Mesier – Manager, Operations Research, Kroger

Analytics talent is in short supply. Learn about the way that Kroger’s Operations Team successfully constructed a mathematically diverse team to create a sustainable competitive advantage. This talk will include game-changing case studies from Kroger in queuing, distribution center efficiency, and many more.

“The Last Mile: Priming Your Stakeholders to Achieve Success”
Daniel Bailey – Data Scientist, Elder Research, Inc.

Good analytics force an organization to move outside of their comfort zone where both the problem and, more importantly, the evaluation method are hard to define. To achieve success, analytics professionals must prime their customer early in the model-building process to understand the true value of the analytics model. Learn how a global energy company was able to leverage terabytes of transactional data using a process of priming, evaluation, and rapid prototyping to synthesize complex model results for increased adoption and usability.

“Forecasting and Scheduling for Flight Crews at NetJets”
David Benson, Ph.D., Director of Crew Resource Planning, NetJets

NetJets employs 2000+ crew members in the United States in order to staff its private fleet each day to meet the varied flight requests of their customers. The majority of the crew works a seven-days-on and seven-days-off schedule; each tour begins and ends at their home base (one of several hundred commercial aviation airports). Due to the travel from home base, first and last day of tour are often used for positioning rather than operating aircraft, and therefore, short tours are rare. In order to meet the demand pattern of its customers, a subsection of the crew works a flexible reserve schedule. Working in partnership with the pilot’s union we developed a preference based reserve schedule that meets both the company’s objectives for work pattern while respecting seniority and allowing crew members to bid for a desirable schedule pattern. We will discuss the forecasting process that leads to the targets and the implementation of a scheduling algorithm.

“Achieving Marketing Kaizen with Data & Testing”
Michael Loban, CMO, InfoTrust

You don't need to be an analyst to gain an appreciation for (and maybe even fall in love with) data. Join us for a conversation about how digital analytics can help build agility in decision making and experimentation with new marketing tactics. We will present tools, tips and tactics for maximizing your website conversion optimization potential. We will also be discussing how to build a testing culture in your organization and how to build a process for continuous marketing kaizen.

“Enhancing the 'Magic' with Analytics”
Louie Kuznia, Ph.D., Sr. Decision Science Consultant, The Walt Disney Company

The Walt Disney Company has a long and strong tradition of providing guests with an unparalleled (and magical) experience. This is delivered in a wide range of products and services in areas such as theme parks, media networks, movies, consumer products, and digital content. It may be surprising that analytics plays a role in delivering such an unforgettable experience. In this talk, an overview of the company is provided with areas utilizing analytics being emphasized along with various analytics tools employed.
ANALYTICS APPLICATIONS IN SOCIAL AND MOBILE MEDIA

“Measuring the Impact of Social Media”
Krista Neher – CEO, Boot Camp Digital

As social media has grown, measuring the business impact of social media continues to be a challenge for marketers and business professionals. This session will cover the challenges with measuring social media, approaches to measuring social media and ways to calculate ROI (return on investment) from social media. Many businesses struggle to quantify the impact of social media; this program will show some creative approaches to getting to measurement.

“LinkedIn Metrics that Matter: How to Measure and Build Your Market Influence”
Michelle Beckham-Corbin – President, C3: Creating Connections Consulting, LLC

LinkedIn is the premier business social networking site in the world with over 277 million members, yet many professionals underestimate the power of this marketing tool. LinkedIn is used to share the unique value proposition of your personal and corporate brand through Profiles and Pages in order to build your professional network, source leads, build business, find referral partners, and to share expertise with a wider audience. In this seminar we closely examine the quantitative and qualitative LinkedIn metrics that will help you determine how successful your business and marketing objectives truly are. Whether you are looking to generate customer leads, increase your online brand presence, build your network, or are in career transition, knowing the method behind the metrics and learning how to manage and monitor the data to achieve success should be your goal.

“Data Driven Content: Using Information to Drive Conversation, Communication, and Innovation”
David Bowman – Chief Marketing Strategist, The Ohlmann Group

The World Wide Web is now 25 years old, and like any good 25 year old it’s coming of age. We are currently seeing the web mature through mobile technology, cloud based storage, increased processing power, broadband connections, and wide spread user adoption across the globe. More people are online, doing more things, more often. The web is evolving and with it marketing is changing as well. Today, in the age of the ubiquitous internet or as I like to call it the ubernet, we have access to incredible amounts of data that can be used to inform decisions and drive marketing efforts. This presentation will explore the use of search data and other forms of information to drive the creation of content that increases brand awareness and delivers results for marketing professionals. Attendees will receive practical advice on simple ways to use data to improve marketing results.
Daniel Bailey – Elder Research, Inc., Data Scientist
Daniel enjoys data mining and predictive analytics, with a primary focus on risk management, fraud detection, and operations optimization. He is a decorated war veteran who began his military career as an Intelligence Analyst specializing in Arabic linguistics. Daniel gained extensive experience analyzing large amounts of data and extracting actionable information in support of real-time operations. Later in his career, he had the opportunity to lead soldiers in diverse locations and challenging conditions, such as South Korea and Iraq. Following his military career, Daniel was a small business owner providing project management solutions and systems for companies experiencing rapid growth. Daniel holds bachelor degrees in liberal arts and mathematics and a master's degree in advanced analytics from North Carolina State University.

Michelle Beckham-Corbin – C3: Creating Connections Consulting, LLC, President and Chief Digital Marketing Strategist
Michelle has over 20 years of experience in the corporate and small business sectors. She is a former Customer Business Development & Marketing Manager for Procter & Gamble and holds an MBA from Xavier University in Cincinnati, Ohio. Michelle specializes in Digital Media Strategic Plan Development, Online Branding, Social Media Training/Coaching/Speaking, Customized Corporate LinkedIn Training for Sales Teams, Digital Reputation Management, and Social Media Community Management. Michelle is a frequent speaker, lecturer, trainer and blogger as well as co-author of the social media book, Age of Conversation 3.

David Benson, Ph.D. - NetJets, Director of Crew Resource Planning
David oversees crewmember schedule creation, position bidding, and is co-chair of the Union/Management Scheduling Committee at NetJets. David joined NetJets in 2001 as a Senior Financial Analyst and was promoted to Manager in Financial Planning & Analysis and made Director of Operational Analysis in 2006. While Director of Operational Analysis he oversaw the analytical groups focused forecast development, capacity planning, crew labor negotiation, product pricing, and other analysis in support of the executive team. In 2010, NetJets purchased Marquis Jet for approximately $500M, David was noted by the CEO as the key influencer that convinced him and Berkshire Hathaway to proceed with the acquisition. David holds a Ph.D. in Industrial Engineering and Operations Research from the University of Michigan, and an undergraduate in mathematics from Haverford College.

David E. Bowman – The Ohlmann Group, Chief Marketing Strategist
David uses his knowledge of business strategy, passion for creative expression, and skills of communication to help people achieve the remarkable. He believes that marketing is both art and science – using the uniquely human gifts of creativity and analytical thinking to deliver something of value to our world. David received a bachelor's degree in political science from Wright State University and an MBA from the University of Dayton. He has worked for companies large and small such as LUCRUM, Ohio Financial Group, Cintas, and Reynolds & Reynolds. David has won multiple Mercury awards from the American Advertising Federation in Dayton and he is an accomplished presenter and public speaker and was named one of Dayton Business Journal’s “Forty under 40” in 2011.
Warren Butterworth – Senior Vice President, Deputy Chief Consumer Credit Risk Office, Fifth Third Bank
Warren's responsibilities at Fifth Third Bank include providing credit risk management oversight for the Corporation’s Consumer Bank lending activities. He is responsible for over $36 billion in consumer and mortgage balance sheet assets. Major products include home equity loans/lines, indirect auto, credit card and mortgage. Warren has more than 15 years of industry experience with specific areas of expertise including: consumer/mortgage lending, portfolio liquidity management, portfolio modeling/forecasting, data management, portfolio risk analytics/reporting and developing/implementing strategic credit policy revisions and additions.

David L. Faulk – Macy’s Inc., Senior Vice President, Macy’s Credit and Customer Services
David currently divides his time between Macy’s Credit and Customer Services (MCCS) and Macy’s Inc. corporate office. At MCCS, he has been responsible for human resources, executive administration, building services, finance, payroll, statement processing, community relations, customer loyalty program, training and several other areas of responsibility. At Macy’s Inc., he is responsible for corporate office human resources, corporate human resources shared services, human resources systems and human resources compliance, and also serves as Senior Vice President for CRA Activities for FDS Bank, a subsidiary of Macy’s, Inc. David earned a Bachelor of Business Administration from the University of Michigan and an MBA from Xavier University.

John Guo, Ph.D. – Director of Consumer Risk, Fifth Third Bank
John has over 15 years of management experiences in consumer lending/banking (credit card and auto finance) modeling, loss forecasting, acquisitions and portfolio risk management, consumer real estate, credit policy, risk modeling, underwriting quality control and fraud prevention, third party management, portfolio risk management, stress testing, Basel, economic capital, decision sciences, and database management. He previously held senior risk management positions at JPM Chase, HSBC as Director, Vice President, Senior Vice President and Managed Business Risk functions as Chief Credit Officer, HSBC Mortgage Corporation. John received his Ph.D. in Business Administration with a minor in statistics and Master of Science in industrial engineering and Master of Arts in mathematics from the Pennsylvania State University. He also has extensive publications in journals such as Decision Sciences, Transport Research, Journal of the Operational Research Society, and Journal of Business Logistics.

Jim Holtman – The Kroger Company, Data Munger Guru
Jim's 49-year career in data processing spans paper tape on the Bendix G-15, COBOL, PL/I and IMS on the mainframes, building a real-time operating system for the Safeguard Antiballistic Missile system, hacking the UNIX kernel, operational support systems for AT&T, and billing and customer-care systems for the telecommunications industry. At Kroger he has worked on the CAD (commodity aligned delivery) project where he has been responsible for laying out the warehouses for a reasonable match to the layout of products in the stores to reduce the amount of resorting in the backroom. He has built simulation models of warehouses, helped on the analysis of locationing for handheld devices, and did the initial analysis for video analytics.
Louie Kuznia, Ph.D. – The Walt Disney Company, Sr. Decision Science Consultant
Louie has a Ph.D. in Industrial Engineering from the University of South Florida and a Master of Arts and Bachelor of Science in mathematics from the University of South Florida and Western Michigan University, respectively. Louie’s current focus is on applying analytics, particularly mathematical programming and data mining, to practical problems to assist in better decision making.

Jack Levis – United Parcel Service, Director of Process Management
Jack has been with United Parcel Service for 35 years. He manages a technology group that does project management, planning, systems engineering, systems development and operations research. His portfolio is responsible for all projects that involve the pickup and delivery of packages. The group has designed, developed and deployed many large-scale systems aimed at improving service, reducing cost, and automating and reengineering processes.

Michael Loban – InfoTrust, CMO
Michael is CMO of InfoTrust, a Google Analytics Certified Partner, Google AdWords Certified Partner and Google Analytics Premium Reseller. He regularly speaks at conferences on the topics of big data, marketing optimization, web analytics and optimization. Over the past 5 years, he has worked with Fortune 500 companies, global brands and top 1,000 sites in the world.

Doug Meiser – The Kroger Company, Manager, Operations Research
Doug joined The Kroger Co. in 2004 as a forecasting system administrator. In 2007, Doug transitioned to Research and Development to lead the development and growth of the Operations Research team. Since that time, the team has worked and implemented projects in stores, distribution centers, manufacturing plants, Research and Development, inventory optimization, staff scheduling, and strategic supply chain analysis. Doug completed his MBA in 2008 at Northern Kentucky University where he also earned a Bachelor of Science in Mathematics and Physics.

Krista Neher – Boot Camp Digital, CEO
Krista is author of the bestselling Social Media Field Guide, Visual Social Media Marketing and the textbook Social Media Marketing: A Strategic Approach and an international speaker. She is a social-media pioneer, having run one of the first successful corporate Twitter accounts – before social media was even a recognized phrase. Krista has over 10 years of branding and marketing experience, working with companies like Procter & Gamble, GE, Macy’s, Google and the United States Senate and has been featured as an expert in the New York Times, CNN, Wall Street Journal, NBC, CBS, Mashable and the Associated Press. Krista is passionate about social media and created one of the first accredited social media certification programs in the world.
Jeffrey A. Shaffer – Unifund, Vice President of Information Technology and Analytics
Jeff joined Unifund in 1996 and has been instrumental in the creation and development of the complex systems, analytics and business intelligence platform at Unifund. Mr. Shaffer holds a bachelor of music and a master of music degree from the University of Cincinnati and an MBA from Xavier University where he was the winner of the 2006 Graduate Student Scholarly Project in Research. Jeff is also Adjunct Assistant Professor at the University of Cincinnati in the Carl H. Lindner College of Business teaching a graduate-level course in Data Visualization. He is a regular speaker at conferences, symposiums, universities and corporate training programs on the topics of data visualization and data mining, and also teaches data visualization at the KPMG Advisory University.

Eric Siegel, Ph.D. – Predictive Analytics World, Founder
Eric is an expert in data mining and predictive analytics, author of the acclaimed book, Predictive Analytics: The Power to Predict Who Will Click, Buy, Lie, or Die, an award-winning teacher of graduate-level courses in those areas, and the founder of Predictive Analytics World. Eric served as a computer science professor at Columbia University, where he advanced data mining technology in the realms of machine learning performance optimization, text mining, and data visualization. Eric also co-founded two New York City-based software companies for customer/user profiling and data mining. Eric has solved data-mining problems in computer security, fraud detection, computational linguistics and information retrieval. With Prediction Impact, he has provided analytics services for marketing and strategy to mid-tier through Fortune 100 companies since 2003.

Geoff Smith – LP Enterprises, Technical Advisor for the Cincinnati Bengals
After a 25-year career with Procter & Gamble, Geoff retired and founded LP Enterprises, LLC – an IT strategy consultancy serving a wide variety of clients – Fortune 500 companies, the sports industry, and non-profits. At P&G, Geoff progressed through a variety of IT, business, and leadership responsibilities. He retired as a member of the Company’s IT Executive team, responsible for Global IT Strategy, Enterprise Architecture, and Advanced Technology evaluation. Geoff is the Co-Chair of the Cincinnati CIO Roundtable (Fortune 500 CIO’s) and leads the IT Leadership Forum (CIO’s of companies under $1B), and has been a contributing writer for CIO Magazine. Since 2012, Geoff has served as an Executive in Residence for University of Cincinnati’s Center for Business Analytics. Geoff received a Bachelor of Science in Operations Research from Cornell University.
“Among the elite few that will help close the big-data talent gap aimed at analysis of data in a business context.”

— InformationWeek

UC’s Master of Science in Business Analytics Program in the Carl H. Lindner College of Business has been recognized as a Top 20 program in North America by InformationWeek, a leading technology publication. Our program is one of only eight business schools in the country to earn the honor.
Big data is all the rage. You can advance your career and specialize by earning a Master of Science in Business Analytics or a Master of Science in Information Systems at the Lindner College of Business.

A graduate certificate (shorter program option) in Data Analytics or Operations Excellence offers deeper knowledge in those specific business functions. In a short amount of time, earning a Lindner graduate certificate can put you on the fast track to career success.

The Lindner Master of Science in Business Analytics, one of the few programs of its kind in the country, trains analytics professionals to use data to improve decision making at all levels of an organization. The internationally-ranked program integrates operations research and statistics, using applied mathematics and advanced software, in a business environment.

By studying the core topics of optimization, simulation, probability modeling, data visualization, forecasting, predictive modeling and statistical analysis, students learn to be analysts in a wide variety of industries ranging from supply chain management and operations to healthcare and market research.

Our graduates have taken positions at Amazon, Cincinnati Children's Hospital, Nielsen, Fifth Third Bank, U.S. Bank, McKinsey, Kroger, Limited Brands, eBay, PayPal, dunnhumbyUSA, IBM, Ethicon Endo-Surgery, Procter & Gamble, Yahoo!, Walt Disney and many more.

Information systems (IS) spans the worlds of business and technology, integrating business acumen with technical skills to realize computer-based solutions to organizational challenges. Technological advances continue to transform business, creating high demand for individuals with degrees in this fast-growing field.

The Lindner Master of Science (MS) in Information systems degree prepares students to serve as leaders in helping businesses solve problems through the creative application of information technology (IT). A solid background in all functional business disciplines, combined with a thorough grounding in IT, gives students an unparalleled combination of depth and breadth.

Graduates of the program work at leading companies such as SAP, Citi, GE, P&G, Goldman Sachs, Yahoo!, Kroger, Deloitte, Ernst & Young, Convergys, HSBC, Great American, dunnhumby and itelligence.
Event NOTES

---

---

---

---

---

---

---

---

---

---

---