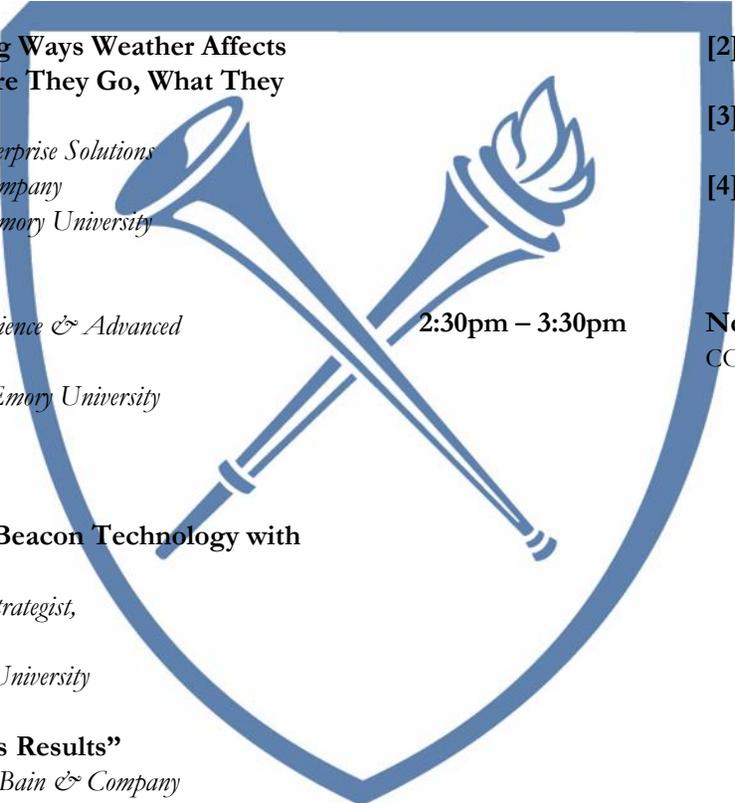


7:30am - 8:30am	<b>Breakfast/Registration/Networking</b> COCA-COLA COMMONS, 1 <sup>ST</sup> FLOOR	12:15pm– 1:30pm	<b>Lunch</b> COCA-COLA COMMONS, 1 <sup>ST</sup> FLOOR
8:30am - 8:45am	<b>Opening Remarks</b> <i>Dean Erika James and the EmoryMAC Leadership Team</i> ROOM 130	1:30pm – 2:30pm	<b>Faculty Marketing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