

2018 Southern California CDO Executive Summit

Hilton Los Angeles/Universal City

Evanta
a Gartner Company

June 6, 2018

6:00pm - 8:30pm

Egoless Leadership

Cy Wakeman, Author & Thought Leader, Reality-Based Leadership

June 7, 2018

7:00am - 8:25am

Registration & Breakfast

8:25am - 8:55am

The Neuroscience of Being Memorable

Carmen Simon, Cognitive Neuroscientist & Author, Impossible to Ignore: Creating Memorable Content to Influence Decisions

8:55am - 9:25am

Networking Break

9:25am - 10:15am

Out of Many, One – Successfully Leading Transformational Data Initiatives

Brendan Aldrich, Chief Data Officer, California State University

9:25am - 10:15am

How Fox Enabled Self-Service Analytics at Scale

Lluis Canet, VP of Data Science and Engineering, 21st Century Fox

Estevan McCalley, Enterprise Account Executive, Dataiku

9:25am - 10:15am

Establishing A Data-Driven Culture

Robert Gage, AVP, CDO Entertainment Group Engagement, AT&T

Mark Greninger, Chief Data Officer, County of Los Angeles

Ramesh Menon, VP, Data & Analytics, Infoworks

10:15am - 10:45am **Networking Break**

10:45am - 11:35am **Analytics That Bring Executives On Board**

Johnson Kosgei, Principal Data Scientist, SAG-AFTRA

10:45am - 11:35am **Tools to Improve Your Digital Transformation Journey**

Rajesh Marar, Executive Director, Cloud Solutions, Ingram
Micro

10:45am - 11:35am **Predict What's Next With Analytics and AI**

Tom Mullen, Chief Data Officer, County of Riverside, California
Bruce Yen, Sr. Director of Business Intelligence & Mobile,
GUESS?, Inc.
Erwin Haasnoot, Senior Director, Analytics Architect, Avanade

11:35am - 12:00pm **Networking Break**

12:00pm - 1:10pm **How Leadership Can Create a Data-Driven Culture**

Tyler Leshney, President, Ultra Mobile

1:10pm - 1:30pm **Networking Break**

1:30pm - 2:20pm **C-suite Collaboration – Driving Positive Change**

Bently Au, VP, CISO, AEG Worldwide
Richard Battersby, VP, BI & Analytics, AEG Worldwide
Bill Martin, CIO, AEG Worldwide

1:30pm - 2:20pm **Future Forward - Harnessing the Power of Emerging
Technologies**

Ibrahim Debbagh, Head of Data & Analytics, Toyota Financial
Services

1:30pm - 2:20pm **Implementing Cloud-Based Data and Analytics Capabilities**

William Albright, Chief Data Architect and Head of Enterprise Data Staging, Farmer's Insurance Group
Hanoz Gandhi, Chief Analytics Officer & EVP, Strategy, Omnicom Group Inc.
Mohit Bhatnagar, SVP Product Management, Qubole

2:20pm - 2:40pm

Networking Break

2:40pm - 3:30pm

Challenges and Opportunities - Building the Role of CDO From the Ground Up

Mohammed Mahbouba, Chief Data Officer, UCLA Health System

2:40pm - 3:30pm

Building Data Platforms in the Cloud in Less Than Six Months

André Vargas, IT Executive, Creative Artists Agency
David Ikeda, Chief Data Engineer, Creative Artists Agency

2:40pm - 3:30pm

Increasing Data Quality and Accessibility for Analytics

Nona Janssen Walls, SVP, Enterprise Data & Analytics, Lionsgate
Alex Gorelik, Founder and CEO, Waterline Data

3:30pm - 4:00pm

Networking Break

4:00pm - 4:30pm

From AI to IA, a Practical Guide to Artificial Intelligence

Tomas Soderstrom, IT Chief Technology & Innovation Officer, NASA Jet Propulsion Laboratory

4:30pm - 5:00pm

Closing Reception & Prize Drawing