

SABRE

ANALYTICS SUMMIT 2021
NOVEMBER 18

Building a Coastal Analytics Community

USA SOUTH ALABAMA CENTER FOR
BUSINESS ANALYTICS, REAL ESTATE
AND ECONOMIC DEVELOPMENT

MITCHELL COLLEGE OF BUSINESS

5811 USA SOUTH DRIVE, ROOM 126

MOBILE, ALABAMA 36688

(251) 460-6735

SABRE ANALYTICS SUMMIT

NOVEMBER 18, 2021

University of South Alabama | MacQueen Alumni Center
Sponsored by Boulder Insight

7:30 Breakfast and Networking

8:15 Welcoming Remarks

Dr. Andrea Kent, Interim Provost and Senior Vice President for Academic Affairs, University of South Alabama
Dr. Alvin Williams, Interim Dean, Mitchell College of Business
Dr. Reid Cummings, Executive Director, South Alabama Center for Business Analytics, Real Estate and Economic Development
Chris Cox, Principal, Boulder Insight

8:50 Data Analytics in Higher Education

Dr. Joe F. Hair, Jr., Director, Ph.D. Program
Cleverdon Chair of Business, Mitchell College of Business

9:20 Check-the-Messages Break

9:30 Panel Discussion

Workforce Challenges in Analytics: What skills do employers seek when hiring data analytics talent vs. what they are currently finding?

Mary Murray Moss, Director of Finance, Clinical and Business Operations, Infirmiry Health
Scott Nix, Director of Marketing, Alabama Power Company
Chris Cox, Principal, Boulder Insight
Moderator: Dr. Gia Wiggins, President, Morale Resource, LLC

10:30 Networking Break: Sponsored by Airbus

11:00 "Failing Forward" and Success Stories

How have you creatively deployed data governance without slowing down your operation and data analytics capabilities?

Maggie Norton, Senior Manager of Workforce Planning, Asset Maintenance and Facilities, Aker Solutions
Nick Whatley, Predictive Analytics Manager, Alabama Power
Brent Dudley, President, 68 Ventures
Moderator: Brian Mooneyham, VP Analytics, Decision Support and Data Visualization, Operations, Wells Fargo

12:00 Lunch

12:30 Lunch Keynote: Sponsored By Mobile Area Association of Realtors

Data Analytics in the 21st Century - From Reporting to Insights

Brian Mooneyham, VP Analytics, Decision Support and Data Visualization, Operations, Wells Fargo

1:30 Check-the-Messages Break

1:40 Presenting Data Effectively: Sponsored by SSAB Americas

Best Practices in Data Visualization and Data Storytelling

Kevin Swearingen, Director of UX + Marketing, Boulder Insight

2:40 Networking Break: Sponsored by Aker Solutions

3:10 Breakout Sessions

How do I start making data-driven decisions in my organization? Tools, strategies and resources.

Michelle Crowe, Chief Marketing Officer, e-worc
Brent Dudley, President, 68 Ventures

What does a data analyst do and how do I become one?

Hayden Scott, Senior Financial Analyst, Infirmiry Health
Joseph Clayton, Business Analyst, 68 Ventures
Moderator: Christopher Mercer, Senior, Majoring in Finance, Mitchell College of Business, University of South Alabama

4:10 Closing Remarks

4:20 Adjourn

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