

M2009 speakers of particular interest for Retail and Manufacturing:

[Philippe Baecke](#), Ghent University

Talk: **Data Augmentation By Predicting Spending Pleasure Using Commercially-Available External Data**

[Mark Carmichael](#), Eclipse International

Talk: **How to Translate Data Mining Outputs into Measurable Uplifts in ROI**

[Hye-Chung Kum](#), University of North Carolina

Talk: **ApproxMAP : Intelligent Sequential Pattern Mining via Alignment**

[Zainab Jamal](#), HP Labs

Talk: **Impact on Customer Churn of Intensity of Sharing of User-generated Content at an Online Service**

[Manfred Krafft](#), University of Münster

Talk: **Optimal Design of Mailing Campaigns - Insights from a Series of Studies**

[Choudur K. Lakshminarayan](#), HP Laboratories

Talk: **Marketing Optimization for Increased Revenues**

[Bruce Lund](#), Marketing Associates LLC

Talk: **Long-Term Value Modeling in the Automobile Industry**

[Will Neafsey](#), Ford Motor Company

Talk: **Strategic Marketing Analytics During Turbulent Times**

[Maarten Verschuere](#), dunnhumby

Talk: **The Rolling Ball: A Behavioral Customer Segmentation in Retail**