SAS® GLOBAL FORUM 2019

EXECUTIVE PROGRAM

APRIL 28 – MAY 1 | DALLAS, TX

Kay Bailey Hutchison Convention Center
Omni Dallas Hotel

sasglobalforum.com
#SASGF
## Agenda

### SUNDAY, APRIL 28

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>4:30 – 6:30 p.m.</td>
<td>The Quad Convention Center - Level 2, Exhibit Hall D</td>
</tr>
<tr>
<td>7:00 – 8:30 p.m.</td>
<td>General Session: Opening Session Convention Center - Level 2, Exhibit Hall F</td>
</tr>
<tr>
<td>8:30 – 10:00 p.m.</td>
<td>Welcome Reception Convention Center - Level 2, Exhibit Hall E</td>
</tr>
</tbody>
</table>

### MONDAY, APRIL 29

<table>
<thead>
<tr>
<th>Time</th>
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</tr>
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<tbody>
<tr>
<td>7:15 – 8:15 a.m.</td>
<td>Networking Breakfast Omni - Level 3, Dallas Ballroom</td>
</tr>
<tr>
<td>8:30 – 10:00 a.m.</td>
<td>General Session: Technology Connection Convention Center - Level 2, Exhibit Hall F</td>
</tr>
</tbody>
</table>

### Concurrent Breakout Sessions

**Omni - Level 3**

- **Introduction and Adoption of Advanced Business Analytics in a Global Manufacturing Company**
  - Mike Costello, Amkor Technology
  - Trinity Ballroom 1
- **How Are IoT and AI Revolutionizing Cold Chain Logistics?**
  - J. Glen Rundell, Advanced Information Management (AIM)
  - Trinity Ballroom 3
- **Connecting Insights and Decision Making Using SAS Viya**
  - Chase Ogden, Trustmark National Bank
  - Trinity Ballroom 4
- **Big Data Matters in Big Pharma: A Look at Regulations, Innovations and Ethics**
  - Chris Boone, Pfizer
  - Trinity Ballroom 7
- **Achieving Customer Orientation at Scale by Combining Human and Machine**
  - Alexander Hornbach, ERGO Insurance, Germany
  - Dallas Ballroom G

**Omni - Level 3**

<table>
<thead>
<tr>
<th>Time</th>
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<tbody>
<tr>
<td>1:00 – 1:50 p.m.</td>
<td>Concurrent Breakout Sessions</td>
</tr>
<tr>
<td>2:00 – 2:50 p.m.</td>
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</tr>
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### Networking Lunch

**Omni - Level 3, Dallas Ballroom**

### Industry Technology Showcase

**Omni - Level 3, Dallas Ballrooms E and F**

See Page 7 for details
### MONDAY, APRIL 29

<table>
<thead>
<tr>
<th>Time</th>
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<th>Room</th>
</tr>
</thead>
</table>
| 3:00 – 3:50 p.m. | Concurrent Breakout Sessions  
- Using SAS IoT Solutions to Elevate Connected Vehicle Services  
  Eric Swaney, Volvo Group NA  
  Trinity Ballroom 1  
- How Do You Digitally Transform a Major Consumer Brand?  
  Sanjay Mehra, Nike  
  Trinity Ballroom 3  
- Evolving an Analytics Platform With SAS  
  Wayne Glinski and Maied Wahid, Experian  
  Trinity Ballroom 4  
- Artificial Intelligence in Cancer Treatment  
  Geert Kazemier, Amsterdam UMC, Cancer Center Amsterdam  
  Trinity Ballroom 7  
- Streamlined Analytics Ensure Public Safety  
  Reena Bawa, Texas Department of Public Safety  
  Dallas Ballroom G | Omni - Level 3 |
| 4:00 – 5:30 p.m. | Industry Technology Showcase  
Omni - Level 3, Dallas Ballrooms E and F  
See Page 7 for details | |
| 5:30 – 6:15 p.m. | Happy Hour Reception in The Quad  
Convention Center – Level 2, Exhibit Hall D | |
| 6:30 – 8:30 p.m. | Executive Networking Reception  
Union Station  
See Page 10 for details | |

### TUESDAY, APRIL 30

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Room</th>
</tr>
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</table>
| 7:15 – 8:15 a.m. | Networking Breakfast  
Omni - Level 3, Dallas Ballroom | |
| 8:15 – 9:30 a.m. | General Session: Keynotes  
Convention Center – Level 2, Exhibit Hall F | |
| Noon – 1:30 p.m. | Networking Lunch  
Omni - Level 3, Dallas Ballroom  
See Page 7 for details | |

### EVENTS

#### 10:00 – 10:50 a.m.

- **Predicting the Unpredictable**  
  John Gibson, Tudor, Pickering, Holt & Co.  
  Trinity Ballroom 1  
- **Prioritizing and Organizing Digital Transformation in Retail and Consumer Packaged Goods**  
  Olivier Gléron, Nestlé and Patrick Dittli, Office Depot Europe  
  Trinity Ballroom 3  
- **A Natural Risk-Taker’s View of Successfully Managing Risk**  
  Mandy Norton, Wells Fargo  
  Trinity Ballroom 4  
- **Real-World Evidence, Analytics and Convergence in the Health and Life Sciences Ecosystem**  
  Rachel Sherman, MD, MPH  
  Trinity Ballroom 7  
- **Enabling Transformation With Analytics: A Partnership in Mortgage Fraud Detection and Prevention**  
  Anand Kalra, Canada Mortgage and Housing Corporation, Ryan Anderson and Pradeep Kumar, Accenture  
  Dallas Ballroom G

#### 11:00 – 11:50 a.m.

- **Lessons Learned From Lockheed Martin’s Machine Learning Journey**  
  Mike Isbill, Lockheed Martin  
  Trinity Ballroom 1  
- **A Journey From Science Projects to Operational Excellence: Delivering Smiles Never Gets Old**  
  Arnie Leap, 1-800-FLOWERS.COM, Inc.  
  Trinity Ballroom 3  
- **Utilizing Deep Learning in AML Analytics**  
  David Black, Fifth Third Bank  
  Trinity Ballroom 4  
- **Reflections and Considerations During an Inflection Point in Data Sharing**  
  Bill Louv, Project Data Sphere  
  Trinity Ballroom 7  
- **Closing the Analytics Talent Gap**  
  Andrew Proctor and Mike Lewis, Cleveland Clinic  
  Dallas Ballroom G
#TUESDAY, APRIL 30

## Concurrent Breakout Sessions
**Omni – Level 3**

<table>
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<tr>
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<th>Session Title</th>
<th>Speaker(s)</th>
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</tr>
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<tbody>
<tr>
<td>1:30 – 2:20 p.m.</td>
<td>Optimize Your IoT Investment With Analytics</td>
<td>Federico Argenio, Enel Green Power; Christoph Inauen, Siemens MindSphere and Adebayo Onigbanjo, GE Transportation</td>
<td>Trinity Ballroom 1</td>
</tr>
<tr>
<td>1:30 – 2:20 p.m.</td>
<td>Driving Value Through Pricing in Omnichannel Retail</td>
<td>Yogesh Kulkarni, Antuit</td>
<td>Trinity Ballroom 3</td>
</tr>
<tr>
<td>1:30 – 2:20 p.m.</td>
<td>Project A12: Artificial Intelligence for Auto Insurance</td>
<td>Kian Wee Ang, Great Eastern Life</td>
<td>Trinity Ballroom 4</td>
</tr>
<tr>
<td>1:30 – 2:20 p.m.</td>
<td>Innovate to Accelerate: Using SAS Viya to Supercharge Clinical Trials</td>
<td>Jim Mulholland, MSRCosmos LLC</td>
<td>Trinity Ballroom 7</td>
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## 3:30 – 4:20 p.m.

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<td>Manufacturing Procurement Integrity: An Essential Business Process Facing a Silent Threat</td>
<td>Chris McAuley, SAS</td>
<td>Trinity Ballroom 1</td>
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<td>3:30 – 4:20 p.m.</td>
<td>Building Your Digital Fraud Strategy With Data Orchestration and AI</td>
<td>Richard Cooney, Access Financial and Eva Velasquez, Identity Theft Resource Center</td>
<td>Trinity Ballroom 4</td>
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<td>3:30 – 4:20 p.m.</td>
<td>Transforming an Organization to Be Analytically Enabled</td>
<td>Byron Yount, Mercy Health</td>
<td>Trinity Ballroom 7</td>
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<td>3:30 – 4:20 p.m.</td>
<td>Succeeding With People-Based Marketing: Using SAS to Support Next-Generation Digital Marketing</td>
<td>Corina Ilea, Sanofi and Julio Tavares, Deloitte</td>
<td>Dallas Ballroom G</td>
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## 4:30 – 5:30 p.m.

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### WEDNESDAY, MAY 1

#### Industry Technology Showcase
**Omni – Level 3, Dallas Ballrooms E and F**

Attention business and IT leaders! Want to get an insider’s look at new SAS technology? Our Technology Showcase is designed with you in mind. Brief but impactful, these demonstrations enable you to see analytics in action! Please visit the mobile app for details. Monday 11:30 a.m. – 1:00 p.m.; 4:00 – 5:30 p.m. Tuesday Noon – 1:30 p.m.; 4:30 – 5:30 p.m.

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This schedule is subject to change. Please visit the mobile app for the most up-to-date schedule.

Take the session survey in the mobile app. Your feedback is important as it helps shape future events. And, the more you give, the better your chance to win a SAS Global Forum YETI tumbler.
General Sessions
Convention Center - Level 2, Exhibit Hall F

Opening Session
Sunday, April 28 | 7:00 – 8:30 p.m.

Join SAS CEO Jim Goodnight as he welcomes you to Dallas. Joining him onstage will be SAS EVP, COO and CTO Oliver Schabenberger, and SAS EVP and Chief Sales Officer David Macdonald. Together, along with SAS customers, you'll hear real-life success stories and see analytics in action. Plus, hear from our 2019 Conference Chair MaryAnne DePesoquo, and receive announcements about education and STEM. Special guest Katie Linendoll, Emmy Award-winning TV personality, writer, technology expert, global technology consultant and one of the leading women in the field of technology, will host Opening Session. And, don't miss our eclectic entertainment at the end!

Technology Connection
Monday, April 29 | 8:30 – 10:00 a.m.

Join SAS EVP, COO and CTO Oliver Schabenberger. Hear how medical image processing and SAS are helping to treat cancer; how SAS Mobile Investigator is providing data on the move; how interpretability provides digestible analytics for everyone; and how automated pipelines allow quick access and answers. See brief demos and hear real-life customer stories of analytics in action.

Keynotes: Reshma Saujani and Olympia LePoint
Tuesday, April 30 | 8:15 – 9:30 a.m.

Hear from two incredibly inspiring talents! Reshma Saujani, founder and CEO of Girls Who Code and author, presents Closing the Gender Gap in Technology. Through her organization, Saujani is leading the movement to inspire, educate and equip young women with computing skills for the 21st century. And Olympia LePoint, award-winning rocket scientist, science entertainer and educator, shares her story. You’ll be mesmerized by their journeys. A moderated conversation hosted by Susan Ellis, Brand Director at SAS and visual storyteller, will follow the keynote presentations.

Keynote: Michio Kaku
Wednesday, May 1 | 8:30 – 9:30 a.m.

Michio Kaku, theoretical physicist, best-selling author, acclaimed public speaker and renowned futurist, presents The Next 20 Years: How Startling New Developments in AI, Biotech and Nanotech Will Revolutionize the Economy, Finance and Our Way of Life. SAS EVP and CMO Randy Guard will join Kaku onstage for a dynamic conversation about how AI and machine learning are unlocking new possibilities for every industry.

Executive Program Featured Presenters
Omni - Level 3, Dallas and Trinity Ballrooms

AJAY AGRAWAL
Artificial Intelligence and Machine Learning Expert; Founder of the Creative Destruction Lab, Author of Prediction Machines

MANDY NORTON
Senior EVP and Chief Risk Officer, Wells Fargo

DOUG STEPHENS
Founder and President, Retail Prophet

RESHMA SAUJANI
OLYMPIA LEPONT
SUSAN ELLIS

Randy Guard
Michio Kaku

JOHN GIBSON
Chairman of Energy Technology, Tudor, Pickering, Holt & Co.

RACHEL SHERMAN, MD, MPH
Former Principal Deputy Commissioner, FDA

DANIEL KRAFT, MD
Faculty Chair for Medicine & Neuroscience, Singularity University; Founder and Chair, Exponential Medicine
Navigating the Conference

Conference Registration
Convention Center – Level 2, Lobby D
Saturday, April 27 1:00 – 8:00 p.m.
Sunday, April 28 7:00 a.m. – 7:00 p.m.
Monday, April 29 7:00 a.m. – 6:00 p.m.
Tuesday, April 30 7:00 a.m. – 6:00 p.m.
Wednesday, May 1 7:00 a.m. – Noon

Conference Information Desks
Convention Center
Sunday, April 28
3:30 – 7:00 p.m. | Level 2, Lobby D
Monday, April 29
7:00 a.m. – 5:30 p.m. | Level 2, Lobby D
10:00 a.m. – 5:30 p.m. | Level 1, Lobby C100
Tuesday, April 30
7:00 a.m. – 5:30 p.m. | Level 2, Lobby D
9:30 a.m. – 5:30 p.m. | Level 1, Lobby C100
Wednesday, May 1
7:00 - 10:30 a.m. | Level 2, Lobby D
10:00 a.m. – 1:30 p.m. | Level 1, Lobby C100

Executive Program Meals and Receptions
• The Welcome Reception will be held on Sunday evening following the General Session: Opening Session in Convention Center – Level 2, Exhibit Hall E from 8:30 to 10:00 p.m.
• Breakfast will be provided Monday and Tuesday from 7:15 to 8:15 a.m. in Omni – Level 3, Dallas Ballroom, and Wednesday from 7:15 to 8:15 a.m. in the Convention Center – Level 2, Exhibit Hall E.
• Lunch will be provided on Monday 11:30 a.m. – 1:00 p.m. and Tuesday Noon – 1:30 p.m. in Omni – Level 3, Dallas Ballroom. You may choose to attend the Industry Technology Showcase, sit down for lunch, take a walk or network at your convenience.
• Happy Hour reception will be held in The Quad, located in the Convention Center, Level 2, Exhibit Hall D on Monday from 5:30 to 6:15 p.m.
• The Kick Back Party will be held at Gilley's Dallas on Tuesday from 8:00 to 11:00 p.m.
Transportation will be provided from all conference hotels.

Executive Networking Reception
Union Station | Monday, April 29 | 6:30 – 8:30 p.m.
Join us for an elegant networking event exclusively for our executive attendees at Dallas' iconic Union Station. You'll enjoy the best of Wolfgang Puck's cuisine – a generous selection of food, drinks and desserts for you to savor - while networking with your peers. Plus, take a journey back in time! Union Station was the transportation hub of the Southwest in the early 20th century. Today, it's an iconic architectural masterpiece. We're taking you back to the roaring 1920s at our exclusive networking event at Dallas' breathtaking Union Station.

Conference Mobile App
Make your conference experience a breeze. The app lets you navigate the conference with interactive maps, get the latest session content, receive notifications about last-minute changes and connect with other conference attendees.

Download the App
1: Search for CrowdCompass AttendeeHub in your device's app store (for iOS and Android) and download.
3: Tap download and enter password sasgf19.
4: Select log in. Enter your first and last name. A four-digit verification code will be sent via email and text message (if a mobile number was entered during registration).
5: Enter the four-digit verification code to complete login.

Mobile App Support Desk | Convention Center – Level 2, Lobby D
Saturday, April 27 3:00 – 6:00 p.m.
Sunday, April 28 9:00 a.m. – 6:00 p.m.
Monday, April 29 9:30 a.m. – 5:30 p.m.
Tuesday, April 30 9:30 a.m. – 5:30 p.m.

Play the Click Game in the app. It’s an easy and fun photo scavenger hunt – make the leaderboard for chances to win great prizes.

Getting Around Dallas
SAS Global Forum will provide shuttle services along the following hotel routes to the Kay Bailey Hutchison Convention Center every 15-20 minutes at these times:

Sunday, April 28 3:30 - 10:30 p.m.
Monday, April 29 6:45 - 11:00 a.m.; 4:00 - 9:00 p.m.
Tuesday, April 30 6:45 - 11:00 a.m.; 5:00 - 7:30 p.m.
Wednesday, May 1 6:45 a.m. - 2:00 p.m.
• Route 1: Fairfield Inn and Suites Dallas Downtown and TownePlace Suites Dallas Downtown
• Route 2: Cambria Dallas Downtown, Hotel Indigo Dallas Downtown and Hilton Garden Inn Downtown Dallas
• Route 3: Lorenzo Hotel
• Route 4: AC Hotel Dallas Downtown, Residence Inn Dallas Downtown, Hampton Inn and Suites Dallas Downtown, and The Statler Dallas
• Route 5: SpringHill Suites Dallas Downtown/West End
• Route 6: Sheraton Dallas Hotel
Enhance Your Experience

Charity: Pay It Forward
We believe in giving back. And we know you do too. Make an impact during the conference by downloading the GatherIQ app and unlocking donation coins that will automatically be made on behalf of SAS Global Forum to the local Boys and Girls Club of Dallas. The more you contribute, the better your chances to make the leaderboard. Do a good deed – your generosity will make a difference.

The Quad
Convention Center – Level 2, Exhibit Hall D
The Quad offers a tradeshow atmosphere where you can get the latest from every facet of SAS – and from our customers and sponsors. It’s an interactive space where you can meet up with your fellow SAS enthusiasts, learn, network, and get crucial insights and demos. And like everything in Texas – it’s big!

Sunday, April 28  4:30 – 6:30 p.m.
Monday, April 29  10:00 a.m. – 3:30 p.m.\n               5:30 – 7:00 p.m.
Tuesday, April 30  9:30 a.m. – 5:30 p.m.

Stomping Ground
Convention Center – Level 2, Lobby F
Stop by the Stomping Ground lounge where you can literally kick your feet up! Relax. Recharge. And experience each of the following:

• Choose your conference T-shirt design! We’ve got a T-shirt press located in the lounge. Choose your color and design and voila! We’ll have it ready to wear in less than a minute.
• Rock your LinkedIn profile! Experts are on hand to help with that. Find out how to maximize the impact of your personal LinkedIn brand, including taking a new profile photo.
• Connect and network! After all, that’s what conferences are all about. Visit with other attendees, charge your devices and play some games.

Kick Back Party
Tuesday, April 30 | 8:00 – 11:00 p.m. | Gilley’s Dallas
Join us at the famous Gilley’s Dallas for an unforgettable party experience. Whether your pleasure is shooting pool, dancing or being a daredevil by riding a mechanical bull – we’ve got something for everyone. Gilley’s Dallas is a 90,000-square-foot playground for adults featuring entertainment, activities, music, pub-style food and fun for all. Dress is casual.

Entrance requires your conference name badge and photo ID.
Buses will arrive at 7:30 p.m. Choose a location convenient to your conference hotel.

• Route 1: Fairfield Inn & Suites Dallas Downtown and TownePlace Suites Dallas Downtown
• Route 2: Cambria Dallas Downtown, Hotel Indigo Dallas Downtown and Hilton Garden Inn Downtown Dallas
• Route 3: Lorenzo Hotel
• Route 4: AC Hotel Dallas Downtown, Residence Inn Dallas Downtown, Hampton Inn and Suites Dallas Downtown, and The Statler Dallas
• Route 5: SpringHill Suites Dallas Downtown/West End, Crowne Plaza Dallas Downtown, Homewood Suites Dallas Downtown, and The Westin Dallas Downtown
• Route 6: Sheraton Dallas Hotel
• Route 7: The Adolphus Hotel and Magnolia Dallas Downtown
• Route 8: Omni Dallas Hotel and Aloft Dallas Downtown
• Route 9: Hyatt Regency Dallas and La Quinta Inn & Suites Dallas Downtown
SAS’ Data Science Escape Rooms
Convention Center – Level 1, Lobby C100
Be a part of analytics in action by joining one of three escape room experiences.

Prevent poachers from stealing young wildlife in Datalake National Park.
Find the next star player for Wescape Wonders.

It’s not too late to reserve your seat!
Visit the registration and check-in desk located in the Convention Center – Level 1, Lobby C100.

Get clues to four questions to see if your team has what it takes to escape using SAS software. Registration is required. Visit the Escape Room check-in area on Level 1, Lobby C100.

Sunday, April 28 1:00 – 6:30 p.m.
Monday, April 29 10:30 a.m. – 5:30 p.m.
Tuesday, April 30 10:00 a.m. – 5:30 p.m.
Wednesday, May 1 10:00 a.m. – 1:30 p.m.

Once your mission is complete, take a pic in the photo area and share your escape on your social channels: #AnalyticsinAction #SASGF

Please take a brief survey to tell us about your experience – you could win a free registration to SAS Global Forum 2020!

Participate and get the coolest socks ever!

Wi-Fi Details
Complimentary internet access is available in the Kay Bailey Hutchison Convention Center and the Omni Dallas Hotel meeting areas during the conference for all attendees from Sunday through Wednesday. If you have questions, please stop by the Conference Information desks.

SSID: SASEvents
Password: SAS*1976

Social Media #SASGF

Twitter @SASsoftware
Facebook Facebook.com/SASsoftware
LinkedIn LinkedIn.com/company/SAS
Blog blogs.sas.com
Instagram Instagram.com/sassoftware

Ready. Set. Learn.
Convention Center – Learning Lab – Level 1, C151 – C152
Our on-site Learning Lab offers you the opportunity to explore more than 25 e-learning courses for free. So if learning at your own pace is your thing, visit the Learning Lab.

Monday, April 29 10:30 a.m. – 5:30 p.m.
Tuesday, April 30 1:30 – 5:30 p.m.
Wednesday, May 1 10:00 a.m. – 1:30 p.m.
Conference Maps

Omni Dallas Hotel
Level 3

Kay Bailey Hutchison Convention Center
Level 3 | Mezzanine
Conference Maps
Kay Bailey Hutchison Convention Center

Level 1 | Ground

Memorial Drive

Level 2 | Exhibit

Exhibit Hall E
Users Program Meals
Exhibit Hall F
General Session
Exhibit Hall D
The Quad
Exhibit Hall C

Level 1 | Ground

Ceremonial Drive

Level 2 | Exhibit

Personal Transportation

Ceremonial Drive

Conference Shuttles

Exhibit Hall A

Exhibit Hall B

Exhibit Hall C

Exhibit Hall D

Exhibit Hall E

Exhibit Hall F

Conference Registration

Hotel Information

= Hospitality

= Mobile App Support

= Become a Conference Leader/Volunteer Support

Lunchtime Chats

Academic Program To Sessions

Lunchtime Walks Start Here

Charging Area

Stomping Ground

= Conference T-Shirts

= LinkedIn

Conference Information

C1

Ballroom

C2

Ballroom

C3

Ballroom

C4

Ballroom

A1

Ballroom

A2

Ballroom

A3

Ballroom

A4

Ballroom

Mamava Pod

Lobby A

Entrance

Entrance

Entrance

Lunchtime Chats

Academic Program To Sessions

Omni Dallas Hotel

To Sessions

To Sessions
SAVE THE DATE

SAS® GLOBAL FORUM 2020

MARCH 29 - APRIL 1
WALTER E. WASHINGTON CONVENTION CENTER
WASHINGTON, DC