

# SABRE

**ANALYTICS SUMMIT 2022  
NOVEMBER 17**

*Building a Coastal Analytics Community*

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

**MITCHELL COLLEGE OF BUSINESS**

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# SABRE ANALYTICS SUMMIT

## THURSDAY, NOVEMBER 17, 2022

University of South Alabama MacQueen Alumni Center

### 7:30 Breakfast and Networking

### 8:15 Welcoming Remarks

*Jo Bonner, President, University of South Alabama*  
*Alvin Williams, Ph.D., Dean, Mitchell College of Business*  
*Reid Cummings, DBA, Executive Director, South Alabama Center for Business Analytics, Real Estate and Economic Development*

### 8:30 Morning Keynote

(Sponsored by AM/NS Calvert)

#### People Analytics: Data Insight for Increased Diversity, Equity, and Inclusion in HR for the Modern Workforce

Learn about Amazon's data analytics strategies that have led to hiring a more diverse workforce and creating a more equal and inclusive working environment.  
*Marie Kline, Senior Regional HR Manager South East-NASC, Amazon Inc.*

### 9:30 Networking Break

### 10:00 Operations Analytics in Project Execution (Sponsored by 68 Ventures): Leveraging Digital Technology and Automation to Enhance Customer Experience

The speakers will share a story of their intelligent approach to optimizing an entire value chain with digital solutions that have helped them enhance the internal and external customer experience in project execution.

*Maggie Norton, Senior Manager, Workforce Planning and US Facilities, P&T Subsea US, Aker Solutions*  
*Maria Bulakh, Manager, Digital Transformation, P&T Subsea US, Aker Solutions*

### 11:00 Check-the-Messages Break

### 11:10 Lunch Keynote

(Sponsored by SSAB Americas)

#### Supply Chain Analytics: Tackling the Pressure on Container Traffic during and after the Pandemic

The container terminal at the Port of Mobile experienced rapid growth during the COVID-19 pandemic, as the port became a sought-after alternative shipping route due to major ports' congestion. The speaker will present how adjustments in their data strategy helped them address the overwhelming demand for container movement.

*Brian L. Harold, Managing Director, APM Terminals Mobile*

### 12:10 Networking Lunch

(Sponsored by SSAB Americas)

### 1:00 Data Dialogue: You Ask, Brian Answers

Brian Mooneyham is an expert in data analytics with 25+ years of experience in multiple industries. He focuses on data discovery strategy and best data capture, transformation, and visualization practices. On stage, Brian will take impromptu questions from the audience. We invite attendees to bring their big questions and tap into Brian's wealth of knowledge.

*Brian Mooneyham, Sr. VP Data Strategy, Operations, Large Financial Institution*

### 1:30 Check-the-Messages Break

### 1:40 Workshop Break-Out Sessions

#### "Let's Talk: Communicating to Connect" (Ballroom)

In this workshop, learn about strategies that can reduce the communication gap between technically-minded data scientists and business-minded decision-makers.

*Jeanne Maes, Ph.D., Professor of Management, University of South Alabama*  
*Jennifer Zoghby, Ph.D., Visiting Assistant Professor of Marketing & Quantitative Methods, University of South Alabama*

#### Doctoral Students Workshop: Applying Statistical Methods in Research and Consulting (Board Room)

This session, specifically designed for doctoral students, will feature a demonstration of research methods, model development, execution, and interpretation for an academic research paper and a consulting project.

*Ermanno Affuso, Ph.D., Associate Professor of Economics, University of South Alabama*

### 3:40 Closing Remarks

### 3:45 Hot Cocoa Happy Hour

Everyone in attendance and all USA students interested in data analytics careers are invited to join the happy hour and enjoy a hot chocolate bar, coffee, and cookies while networking with potential employers and fellow industry colleagues.

### 5:00 Adjourn

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