2013 Robert H Smith School of Business
IBM Business Analytics Workshop

Keynote Speaker

Paul Buckman

Paul Buckman joined CDER’s Office of Communications in 2010 as Director, Online Communications. Paul’s responsibilities include providing strategic direction and leadership for our Web site.

Paul has extensive experience developing Web-related information strategies and launching creative content for a variety of audiences. Before joining CDER, Paul was the Director of Broadband Programming for Scripps Networks Interactive in Knoxville, TN, for four years. During his tenure at Scripps, he developed online video programming for FineLiving.com, FoodNetwork.com, DIYNetwork.com and GACtv.com. He has more than 10 years of network experience and has produced and developed a wide range of online content for MSNBC.com, the Today Show, Weekend Today, and Dateline NBC. This included producing live broadcast events and coordinating breaking news for the Web.

Paul graduated with a B.A. in Liberal Studies from the University of Louisville in Louisville, KY., and a M.S. in Information Studies from Syracuse University in Syracuse, NY.

Speakers

Dakshi Agrawal

Dr. Dakshi Agrawal is a Research Staff Member, Manager at IBM T J Watson Research Center currently working in the area of Big Data. He received his undergraduate degree from Indian Institute of Technology-Kanpur, India in 1993 and his doctoral degree from the University of Illinois-Urbana-Champaign (UIUC) in 1999. After a brief stint at UIUC as a Visiting Assistant Professor, he joined IBM Research in 2000, where he has been working in the areas of data mining, distributed systems, and communication networks.

At IBM Research, Agrawal’s research work has produced major technology breakthroughs. He has been a catalyst behind several new initiatives at IBM Research, and he has led technically sophisticated projects delivering world-class capabilities to IBM products and services. For his technical contributions, he has been recognized by several high-prestige internal awards by IBM and conferred the grade of Fellow by IEEE. He is an IBM Master Inventor with more than fifty granted or filed patents.

Rick Lawrence

Dr. Rick Lawrence manages the Machine Learning Group in IBM Research at Yorktown Heights, NY. He led the IBM sales productivity project selected as a Finalist in 2009 for the prestigious INFORMS Franz Edelman competition that recognizes the application of advanced analytics to solve challenging business problems. He
currently leads several research projects involving the development and application of machine learning methods to extract insight from social media and other sources of unstructured content. He received his undergraduate degree at Stanford and his PhD at the University of Illinois.

**Ching-Yung Lin**

Dr. Ching-Yung Lin is a Research Scientist in IBM T. J. Watson Research Center, leading the Social, Cognitive and Network Science Department. He received his PhD in Electrical Engineering from Columbia University in 2000, was an Affiliate and Associate Professor in the University of Washington 2003-2009, an Adjunct Associate Professor in Columbia University 2005-2007, and is now an Adjunct Professor in Columbia University. His main interest is fundamental and applied research of multimodality signal analysis, complex network analysis, and computational social and cognitive sciences. He created the Social, Cognitive and Network Science department in IBM for interdisciplinary research on “Big Data of People,” leading more than 30 researchers of diverse background.

Lin is the Principal Investigator of DARPA projects on Anomaly Detection at Multiple Scales (ADAMS) and Social Media in Strategic Communications (SMISC), IBM System G project that creates graph and graphical analytics system involving Hardware/Middleware/Database/Analytics/Visualization researches, IBM SmallBlue project for enterprise collaboration and social network analysis, and ARL Social and Cognitive Network Academic Research Center. He authored or co-authored more than 150 papers. Dr. Lin is a Fellow of the IEEE.

**Wendy Moe**

Dr. Wendy Moe is an Associate Professor of Marketing and the Director of the Masters of Science in Marketing Analytics at the Robert H. Smith School of Business at the University of Maryland. Moe is an expert in the area of online behavior and early sales forecasting. Her research has focused on developing statistical methods and models for web analytics, online advertising, social media/user-generated content and entertainment sales (e.g., sales of music, event tickets, etc).

Moe’s research has appeared in numerous leading journals. She serves on the editorial boards for Journal of Marketing and Journal of Interactive Marketing and has been recognized by the American Marketing Association as the Emergent Female Scholar and Mentor in the field of marketing with the 2010 Erin Anderson Award.

She served on the Academic Assessment Panel for the U.S. Census Bureau and assisted in the development of the 2010 Census Communications campaign. She has also worked with several firms to develop and implement state-of-the-art statistical models in the context of web analytics and product forecasting. She earned her Ph.D., MS and BS from the Wharton School at the University of Pennsylvania and has her MBA from Georgetown University.

**William Rand**

Dr. William Rand examines the use of computational modeling techniques, like agent-based modeling, geographic information systems, social network analysis, and machine learning, to help understand and analyze complex systems, such as the...
diffusion of innovation, organizational learning, and economic markets. He serves as the Director of the Center for Complexity in Business at the University of Maryland’s Robert H. Smith School of Business, the first academic research center focused solely on the application of complex systems techniques to business applications and management science. He also has an appointment with the University of Maryland Institute for Advanced Computer Studies, and affiliate appointments with the Departments of Decision, Operations & Information Technology and Computer Science.

He received his doctorate in Computer Science from the University of Michigan in 2005, where he worked on the application of evolutionary computation techniques to dynamic environments, and was a regular member of the Center for the Study of Complex Systems, where he built a large-scale agent-based model of suburban sprawl. Before coming to Maryland, he was awarded a postdoctoral research fellowship at Northwestern University in the Northwestern Institute on Complex Systems (NICO), where he worked with the NetLogo development team studying agent-based modeling, evolutionary computation and network science.

Over the course of his research experience, he has used computer models to help understand a large variety of complex systems, such as the evolution of cooperation, suburban sprawl, traffic patterns, financial systems, land-use and land-change in urban systems, and many other phenomena. He has recently received research awards from Google / WPP, the National Science Foundation and the Marketing Science Institute.

Siva Viswanathan

Dr. Siva Viswanathan is an Associate Professor at the Robert Smith School of Business at the University of Maryland. He is also the Co-Director of the school’s Center for Digital Innovation Technology, and Strategy. His research focuses on the strategic and competitive impacts of digital technologies - in particular, the implications of these emerging technologies for market segmentation, customization, and pricing across a number of verticals. His current work examines online crowd-sourcing markets and the value of online social networks for businesses. His research has been published in top management journals and he is also a regular participant in international conferences and industry forums.

Panelists

David A. Kirsch

David A. Kirsch (@darchivist) is Associate Professor of Strategy and Entrepreneurship at the Robert H. Smith School of Business at the University of Maryland, College Park. His research focuses on the intersection of problems of innovation, failure and industry evolution. His first book, The Electric Vehicle and the Burden of History (Rutgers University Press, 2000), examined the history of the electric vehicle in the U.S. in the early 20th century and the implications of that history for contemporary innovation and transportation policy. Kirsch’s subsequent research has examined the boom and bust in internet technology companies in the 1990s. In partnership with the Library of Congress, he has established the Digital Archive of the Birth of the Dot Com era to preserve special collections of historic documents such as business plans (www.businessplansarchive.org). His work has appeared in leading management and finance journals and has been the subject of feature stories in national publications, including The Washington Post, The New York Times, and The Chronicle of Higher Education. Kirsch received a Ph.D. in
Jimmy Lin

Jimmy Lin is an associate professor in the iSchool at the University of Maryland, affiliated with the Department of Computer Science and the Institute for Advanced Computer Studies. He graduated with a Ph.D. in computer science from MIT in 2004. Lin’s research lies at the intersection of information retrieval and natural language processing, and he has done work in a variety of areas, including question answering, medical informatics, and bioinformatics. Lin’s current research focuses on massively-distributed data analytics in cluster-based environments. Recently, Lin completed an extended sabbatical at Twitter, where from 2010-2012 he worked on services designed to surface relevant content for users and the distributed infrastructure that supports mining relevance signals from massive amounts of data.