

CONNECT & LEARN with the U of M

Industry partners are invited to campus for our continuing speaker series on the digital transformation of business. The spring lineup includes a CIO on the forefront of data-driven precision agriculture, a leadership and change-management author, and analytics pioneers from Facebook and Uber.

Attendees have the opportunity to learn about timely topics from leading experts, connect with University researchers, and meet talented students as they prepare to enter the job market. We hope you can join us. Please extend the invitation to your teams and colleagues at your organization.



Next Generation Information: Precision Agriculture at CHS

CIO **David Black** explains how data analytics, sensors, the internet of things, mobility, and cloud computing are shaping the \$3.6 billion precision agriculture industry.

Friday, April 1 Carlson School, 2-215
7:30 a.m. Check-in & Breakfast
8:00-9:30 a.m. Program

Creating Value from Discussion on Facebook

Shared photos, videos, and links inspire millions of public discussions across Facebook every day. Data scientist **Sean Taylor** shares methods to determine comment value at an extremely large scale.

Friday, April 15 Carlson School, auditorium
7:30 a.m. Check-in & Breakfast
8:00-9:30 a.m. Program

Mastering the Challenges of Leading Change

Conquer the most daunting change initiative with the right people, tools, and strategies. Author and change-agent **H. James Dallas** shares lessons from global corporations such as Georgia-Pacific and Medtronic.

Thursday, April 21 Carlson School, 2-260T
3:30-5:00 p.m. Program
5:00 p.m. Reception

Your Uber Has Arrived!

Manik Gupta spent seven years building Google Maps for the entire world. Now he's at Uber, where he directs the development of mapping and related products for the company that changed how we all get from point A to B.

Wednesday, April 20 Carlson School, auditorium
3:30-5:00 p.m. Program
5:00 p.m. Reception

Spring Research Symposium

Faculty and graduate students from around the U of M share insights from their work at this annual symposium curated by the Social Media and Business Analytics Collaborative. Topics addressed include social computing and data science across disciplines.

Wednesday, April 20 Carlson School, auditorium
1:00-2:00 p.m. Project Slam
2:00-3:30 p.m. Poster Session

RSVP: carlsonschool.umn.edu/dtb

Open to MISRC partner companies, all advisory board members, companies sponsoring Carlson Analytics Lab projects, and other IDSC industry partners. Great professional development opportunities for your teams and colleagues within your organization.

Event Questions Donna Sarppo
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