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PRE-CONFERENCE: HANDS-ON DATA SCIENCE & PREDICTIVE ANALYTICS WORKSHOP

Predictive Business, Analytics, Forecasting & Planning Conference | To Register, please call: +1 516 504 7576 or visit: ibf.org/events/neworleans2020/

Hands-On Data Science & Predictive Analytics

This workshop will provide practical tips to incorporate into your own organization, where you'll learn to leverage the cutting-edge of analytics technology. We will focus on data science applications for forecasting and best practices using Python. Recent advances in forecasting, often called Predictive Analytics techniques, involve the use of Big Data, including analysis of textual data like that created by social media (Facebook etc.). In this workshop, you will fully develop and script your own analytics solutions while simultaneously learning Python and its capabilities. This ½ day masterclass will be especially helpful for demand planners and forecasters looking to implement the latest advancements and next-level techniques.

I. INTRODUCTION

II. SOFTWARE OVERVIEW
• Popular Data Science tools
• Python 101

III. ENVIRONMENT
• Reading and summarizing data
• Merging data objects
• Feature engineering
• Installing and initiating packages

IV. DATA CLEANSING & PREPARATION
• Feature Scaling
• Univariate vs Multivariate Outlier Detection
• DBSCAN clustering, anomaly extraction

V. MACHINE LEARNING
MODULE 1 – REGRESSION
• Machine Learning Defined
• Comparison to Statistical Methods
• Artificial Neural Networks

VI. MODEL OPTIMIZATION
• K-Fold Cross Validation
• Parameter Selection
• Assessing model accuracy, stability
• Combining models to improve accuracy

VII. MACHINE LEARNING
MODULE 2 – CLASSIFICATION
• Overview of Ensemble Modeling
• Random Forest Trees

VIII. MACHINE LEARNING
MODULE 3 – ADVANCED TOPICS
• Gradient Boosted Trees
• Explaining model behavior
• Extended R Programming

IX. DATA VISUALIZATION
• Plotting Basics
• Advanced Graphics

X. TOPICS OF EXPLORATION

EDUCATIONAL SESSIONS

KEYNOTE PRESENTATION

Breville®

Eric Frankenberg
Director, Sales and Operations Planning
Breville

1 The Predictive Demand Planning Professional: Developing, Resourcing & Retaining the Next Generation of Super Planners

The evolution of demand planning has been amazing! In very little time, we have evolved from organizations with little or no tools to using highly complex software solutions. We have jumped from being demand planners with basic mathematics skills to full data scientists and statisticians. But is this evolution reflected across all companies? And what will happen if we don't have the right tools and develop the right skills to leverage them? There is, of course, opportunity in being an early adopter, and a price to pay for being

slow to react. In this interactive session I will reveal how the next significant value add is transitioning from historical data modeling to the incorporation of predictive analytics. I will discuss how, as we work our way along the demand planning maturity model, it is critical that we have the appropriate vision and organizational plan to support our ever-changing analytical and corporate needs. Designed for planning leaders, this session will leave you with a roadmap to organizational success in the new data-driven demand planning world.

You will learn:

- How to design the next generation demand planning organization to support your company's future vision and build a culture to foster growth and retention.
- The skills, abilities and characteristics of the "Game Changing" predictive demand planner.
- The skills you need to lead and manage this next generation of high-performance teams

Joseph Eschenbrenner, ACPF
Director, Demand Planning
PUMA

2 Start Her Up: Developing Forecasts for New Products With No Data in a Startup Environment

One of the most challenging aspects of a forecaster's job can be to develop forecasts for new products and new categories. After all, with little to no historical sales data, what do you have to work with? This can be even more challenging for forecasters in a start-up environment as startups have less comparative product history to rely on than most companies. In this interactive session I will reveal Harry's best practices for sizing up opportunities at product category level, developing item forecasts at SKU level, refining said forecasts, and communicating the performance to the broader organization. I will draw on real life examples from Harry's experience of launching 10 new items across 2 new product categories.

You will learn:

- Understanding the hurdles faced when developing an initial forecast in a startup and how forecasters can manage expectations around data needed
- How to use retailer specific data and market trends to refine new product forecasts at SKU level
- Best practices for communicating forecast vs actual performance to the organization and how to address item over-performance and under-performance

Audrey McClain
Sr. Forecast and Replenishment Analyst
HARRY'S

3 Business Forecasting Made Easy at Harvard: Creating Quick, Easy & Affordable Forecasts with Amazon Forecast

Contrary to what many people think, business forecasting doesn't have to be hard and it doesn't have to take a long time! While working with end users in our marketing department, I discovered that the process could be made simple and that I could provide meaningful data with a quick turnaround. In this hands-on session I will show you what the end users of our forecasts were requesting and how I was able to use Amazon forecast to develop robust forecasts and give my colleagues an accurate picture of the future. I will reveal that you can achieve outsized results with minimal investment, using affordable off the shelf-tools that leverage machine learning, automating much of the repetitive work normally associated with the forecasting process.

You will learn:

- How to create reliable forecasts quickly, easily and with minimal investment.
- How to solve a forecasting request using Amazon Forecast and a clear step by step approach.
- An overview of business forecasting which includes some of the most current methodologies.

Gildas Bah
Data Scientist
HARVARD BUSINESS SCHOOL ONLINE

4 Leveraging Big Data & Data Science for Effective eCommerce Planning

S&OP and demand planning plays a vital role in all companies in all industries, but especially so in e-commerce. With the massive amount of Big Data online businesses create and store, we face serious challenges in making sense of it. Not only that, in FMCG we often face the challenges of forecasting demand with limited sales history and managing capacity effectively to optimize costs while maximizing topline growth. In this hands-on session Yandex will cover which dimensions of demand we need to predict in the online retail segment, what methodologies are used, and how data science and machine learning can assist your demand planning, including the S&OP process to and replenishment.

You will learn:

- Differences between the online and offline order sales funnels in terms of demand nuances
- What we actually need to forecast for various business purposes and who are the consumers of the demand planning outcome in the S&OP process

- Key challenges we face and how to embrace Big Data and transform it into insights for S&OP and planning execution

Veronica Vasyukova
Head of Planning and S&OP Lead
YANDEX.MARKET

5 Welcome to the Data Revolution: Introduction to Tools and Algorithms in Data Science & Machine Learning

People are well aware of the increasing importance of Data Science and Machine Learning, but many don't understand the tools/algorithms that power this technology. As with anything, understanding the core concepts and methodology behind software tools is key to getting the most out of them. This hands-on session is designed to introduce participants to a breadth of Machine Learning algorithms, including Linear Regression, K-Means, K-Nearest Neighbors, Decision Trees, and Support Vector Machines. The focus of the session will be on gaining a conceptual understanding of these tools, providing a solid foundation on which to learn how to use them. Demand planning and forecasting professionals with limited or no coding skills or statistics background will be able to comprehend the material. I'll leave you with the confidence and knowledge required to start the journey to leveraging Machine Learning in your organization.

You will learn:
- How machine learning works and its applications
- The terminology and uses of many of the most common data science tools
- The conceptual methodology of the most common data science algorithms

Wes Womer
Senior Finance Manager
WABASH NATIONAL

6 Take Off With Dynamic Pricing Models: Using Data Analytics for Dynamic Airline Seat Pricing at Lufthansa

The creation of a dynamic pricing model in the airline industry means that for the first time we can optimize the pricing strategy on seats sold. The dynamic pricing model uses statistical modeling and incorporates internal and external market information to predict the best possible price for a particular route. In this interactive session I will share the details of this innovation at airline giant Lufthansa, including how the model is based on a demand prediction forecast and customers' willingness to pay. I will reveal how the model increases revenue with the same number of seats and how we built it, allowing you to start the process of building your dynamic pricing

models. The lessons you'll learn can be applied to any industry.

You will learn:
- How to monetize with a dynamic pricing model
- Best way of collaboration between business and data team
- Automation and scalability of data products

Dr. Stanislaw Schmal
Data Analytics & Strategy Lead
LUFTHANSA

7 Your Bias is Showing: Using Behavioral Economics to Improve Human Inputs in Forecasting

For nearly fifty years, the pioneering work of Tversky and Kahneman has demonstrated that a hybrid approach to forecasting – using both human inputs and a statistical baseline – will usually outperform a singular approach. And building on this foundation, recent advances in Behavioral Economics have put a host of powerful new insights and tools into the hands of demand planners that can mitigate common problems in the forecasting and planning process – namely biases from different functions that make their way into the forecast. By its nature, every human touchpoint includes a degree of subconscious bias and heuristics, but by identifying them we are able to put in place nudges and safeguards that minimize their impact and improve the quality of forecasts. This presentation will discuss Factors Group's journey in Behavioral Economics, providing simple and highly effective practices to incorporate in your own planning processes.

You will learn:
- How to identify some of the most common heuristics and biases at play in demand planning and forecasting
- What steps to take to minimize the risk of judgment bias in forecasts
- The value of FVA and other practices to improve forecast accuracy

Jonathon Karelse
Chief Strategy Officer
FACTORS GROUP OF NUTRITIONAL COMPANIES

8 New Data Sources Mean New Insight: Leveraging Market Research Data or Better Forecasting

National Consumer Panel (NCP) is known as the gold standard of longitudinal panel market research that provides the valuable data that powers predictive analytics. By ensuring that the consumer panel remains balanced demographically and geographically, we get accurate consumer data. In this value-added session, I will reveal that by optimizing various operational functions - from recruitment

3

of panelists to targeted communications and/or incentive offers - NCP was able to improve client reported KPI's who use our data for forecasting and planning. I'll share how test-control comparisons combined with predictive analytics were used to evaluate results and, in turn, conclusions were leveraged to make business decisions that further improved data quality while also considering cost constraints. I will also reveal how the results were applied, giving you insight into what external data sources can do for your forecasting and planning.

You will learn:

- How to target customer segments using predictive analytics of panelist behavior
- How to use comparative evaluations to adapt changes in supplier inputs
- How to make critical business decisions using analytics to optimize quality and cost considerations

Thomas Schleicher
Vice President, Measurement/Data Analytics
**NATIONAL CONSUMER PANEL
(A JOINT VENTURE OF NIELSEN/ IRI)**

9 Identifying Patterns in Data: Using AI Segmentation & External Data to Improve Forecast Accuracy

PECO Pallet had a strategic mandate - to generate a repeatable, trusted process for month-over-month top down forecasting for the near and long term to support sales, inventory and operations planning. Committed to delivering quality wood block pallets and excellent service to their customer base of leading manufacturers of grocery products and consumer goods, this pallet provider needed to improve their ability to predict and improve dwell time between pallet issue and return. In this interactive session, you will hear how PECO Pallet developed the next generation of demand modeling. Utilizing AI-based segmentation for identifying like-item demand patterns along with external causal data, they performed customer demand analysis to generate network level and key customer-specific forecasts with 15%+ improved accuracy.

You will learn:

- A real-life case study of scoping and implementing demand planning software.
- How to identify like-item demand patterns using AI segmentation.
- How to generate network level and customer-specific forecasts with external data

John Solomon
Director, Asset Management Analytics
PECO PALLET

Vikram Srinivasan
Sr. Director, Product Management
LLAMASOFT

10 The Future of Manufacturing: Using Predictive Analytics in Your Journey to Industry 4.0

Industry 4.0 is a name for the current trend of automation and data exchange in manufacturing technologies. It includes cyber-physical systems, the Internet of things, cloud computing and cognitive computing. Industry 4.0 addresses major changes for industry, is causing radical changes in business models, utilizes disruptive technologies, and delivers innovations in manufacturing and services. I'll reveal the key issues to know including how ownership of data could mean that the owner of the data may occupy the key role between manufacturer and customer - a radical change with big implications. I'll discuss how the factory of the future is a cyber-physical system encompassing data, sensors and analytics and how use of industry 4.0 technologies will result in an increased labor productivity and product quality. Come to this to session to learn the challenges of this new era and a get clear roadmap for digital transformation to take advantage of these developments.

You will learn:

- Challenges to adoption of Industry 4.0
- How organizations are transforming from "asset intensity" to "data intensity" by creating more value powered by data and analytics
- A step by step approach to your Industry 4.0 journey through digital transformation and analytics

Dr. Rajesh Devasia
Director – Applied Artificial Intelligence
COURSE5 INTELLIGENCE

11 Nothing Artificial About AI: Setting Up & Sustaining AI Forecasting in Your Organization for Improved Forecast Accuracy

AI forecasts can significantly boost accuracy by finding product groups or SKUs that outperform manual forecasts. When we talk about artificial intelligence and forecasting, most people think the most difficult part is gathering and cleansing the data but the main challenge is, in fact, setting up the AI process, measuring manual forecast performance vs. AI forecast performance, and finding the right product ranges. In this interactive session we will reveal a roadmap to set up and leverage AI for the long term in your organization, providing more accurate forecasts based on Electrolux's own experience. I will discuss the required approach that brings AI experts and Demand Planners together. We will take you on our 18 month journey at Electrolux, from first conceptualizing AI in our company to using AI forecasts in more than 20 countries.

You will learn:

- What you need to start an AI project in term of skills, data and process.
- How to measure AI forecasts and decide for what products/ categories to use them.
- How to use manual and AI forecasts together for the long term.

Jean Noel Thibault
Digital Transformation Director
ELECTROLUX EUROPE

Bastien Murzeau
CEO
MANGROVE

12

To Be Announced

13 Intelligent Forecasting at Intel: Using Advanced Excel Functions to Build Statistical Forecast Models

Many companies use fancy forecasting software to try to forecast future demand. These packages include various features and models including linear regression. Did you know that Excel can perform many of the same functions? Not only does Excel allow you to perform advanced statistical modeling, it is relatively easy to use and inexpensive, making it the ideal way to get started in forecasting. In this value-added session you will see an example of how Intel uses modeling tools built entirely in Excel to test nine different models all at once and dynamically change the outcome based on how many

years of historical data you want to use. Sophisticated tools have their place, but I will leave you with a simple, easy-to-use approach that delivers high quality, accurate forecasts that rival the outputs of costly software packages.

You will learn:

- How to perform advanced statistical modeling like linear regression in Microsoft Excel
- How to use the LINEST function in excel to generate forecast lines and test best fit, and radio buttons and check boxes to update charts dynamically
- How to use the INDEX function to generate only what you need

Tina Burke
Analytics, Modeling & Reporting Lead
INTEL CORPORATION

14 Spread the Analytics Love: Developing an Analytics-Led Culture of Forecasting Improvement

Data analytics, data analysis, and quantifying and measuring performance has never been so important in today's volatile business environment. An organization should not just sustain its demand management process, rather it should continually improve, ultimately becoming a competitive advantage. In order to do this the process must be analyzed logically, deeply, and continually, and it must have support from leadership. In this interactive session I will reveal how Sartomer developed an effective demand management process considering the key information and patterns that need to be communicated, disseminated, and assimilated. I will discuss how, by using well thought out and designed analytics with executive buy in, we can have an effective demand planning process for the long term that allows us to anticipate demand shifts and react accordingly.

You will learn:

- How Sartomer was able to get top management and Sales support for data analysis
- How to align metrics with the Finance group to leverage their organizational responsibility and authority to improve overall participation in the forecasting process
- Specific data analytics used at Sartomer on a regional and global level to not only measure and monitor the forecasting process but also to improve it

John Piechule, CPF
Senior Manager, Supply Chain
ARKEMA

15 Master Your Master Data: Cleansing, Streamlining Enterprise-Wide Data to Succeed in the Age of Big Data & AI

Because master data is used by multiple applications across the

5

organization, an error in the data in one place can cause errors in all the applications that use it. So, it is imperative for a healthy operational process to have clean, well-organized, robust and comprehensive master data. Effective data management is especially important (and complicated) as companies look to leverage Big Data and new AI tools. In this hands-on session we will shine a spotlight on the key success elements of having good master data and also how to maintain it so your data is clean, standardized across the organization and read to be leveraged across the organization to drive insight and growth.

You will learn:
- The importance of building robust master data
- How to clean, standardize and maintain master data across the organization
- Learn how to handle hierarchy management or category management

Ahmed Sakr
Procurement Planning & Development Division Manager
AL-DAWAA MEDICAL SERVICES CO. LTD

16

To Be Announced

17 Can Machine Learning Save Our Assets? Using Predictive Analytics to Predict Equipment Future Failures & Protect Company Assets

AI and machine learning are the latest buzzwords in our field and promise to deliver game-changing results. But applying these technologies to your business to reap the rewards is easier said than done. In this session, I will introduce an interesting hands-on project I'm currently working on. It reveals how to effectively utilize the collected data from machines to predict their future behavior and prevents them from any probable failures. The project combines operational data, implementing IoT, and using some smart algorithms that enable the user to react in advance. Finally, you will see how machine learning along with statistics and domain knowledge will strongly benefit your business.

You will learn:
- What is machine learning and how does it work?
- How to use machine learning in predictive analytics and examples of supply chain applications
- Saving cost/resources through Predictive Analytics

Mohamed Diaa Wahba
Reliability Manager
EZZSTEEL EGYPT

18 Successful Digital Transformation for Supply Chain: 5 Key Pitfalls to Avoid

When demand planning and supply chain digital transformations are implemented successfully, it creates a better analytics capability, cost reductions, and improved customer satisfaction. But the reality is that 70% of digital transformation projects fail to reach their stated goals. Achieving these benefits requires a continuous improvement plan that balances the necessary technology, people and processes. In this interactive session we will address key questions such as: what digital transformation means for your company, and how can it be integrated into the current way of operating. Find out how Escalade Sports is successfully creating a digital transformation for supply chain and discover the practical implications of digital technologies, including the business changes needed for successful implementation.

You will learn:
- The common pitfalls to avoid when managing change with real-life case studies
- What a digital supply chain transformation means for your company
- How to use machine learning and technology to improve planning accuracy to support decision making

Eric Wilson, CPF
Director – Thought Leadership
Institute of Business Forecasting & Planning

6

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Increase your networking opportunities at IBF's Conference by joining us at our very popular 1-hour Round Robin, Round-Table Discussion session. Take this opportunity to bring up the most challenging questions facing your team, share your own war stories from the field and hear and share best practices. Attend 3 timely and practical topics provided for your professional enhancement. These sessions will add new dimensions to the services you provide your customers, and increase your contact base in the S&OP, demand planning & forecasting community. All experience levels are invited and welcome.

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PRESENTERS

KEYNOTE SPEAKER | Eric Frankenberg, *Director, Sales and Operations Planning* | **Breville**

Gildas Bah, *Data Scientist* **| Harvard Business School Online**
Gildas Bah is a Data Scientist with 15 years of experience in data analysis, machine learning and artificial intelligence. He is currently working on the Data Management team at Harvard Business School Online. His current projects include student enrollment forecasting using Deep Learning, Natural Language Processing and Text Analytics to develop composite metrics for measuring student engagement. Recent projects included the development of quantitative and visual computation graphs for explaining multiple stages and concurrent A/B Testing results. Gildas has a passion for sharing his expertise with others to help advance their careers and improving data science methodologies. He holds an MBA and a Master's Degree in Actuarial Science.

Tina Burke, *Analytics, Modeling & Reporting Lead* **| Intel Corporation**
Tina is currently a Senior Demand Planning Analyst at Intel Corporation. Her professional experience is interwoven among operations and supply chain, as well as information technology. Her career has seen her work for a range of global multinationals including Boston Scientific, Nestlé, Citrix Systems and Google, covering a variety of roles including master scheduler, demand planner and S&OP manager and assuming responsibility for the monthly S&OP process, statistical forecasting, production scheduling and more. A data aficionado, she taught herself SQL to pull reports and build analytics to improve decision making. Tina is an ASCM Certified Supply Chain Professional, holds an undergraduate degree in Finance and Operations, and a Master's in Business Management.

Dr. Rajesh Devasia, *Director – Applied Artificial Intelligence* **| Course5 Intelligence**
Rajesh has over 18 years of experience in analytics, management consulting and market research having worked with Nielsen, TCS, and Mahindra Group across key markets including India, USA and UAE. Rajesh is an subject matter expert in Business Intelligence and Advanced Analytics with extensive experience in end to end implementation of projects for global clients in Industrial manufacturing, consumer packaged goods, heavy equipment, telecoms, BFSI, e-Commerce, education, travel, and jewelry. He was recently recognized as top "40 Under 40 Data Scientists" in India at the Machine Learning Developers Summit 2020 for his contribution to data science. Rajesh holds an MBA degree in Marketing and a postgraduate diploma in Applied Statistics with Software from Mumbai University along with a PhD in Retail Management.

Joseph Eschenbrenner, ACPF, *Director, Demand Planning* **| Puma**
Joe Eschenbrenner serves as Director of Demand Planning for Puma North America. Joe's current responsibilities are focused in multiple areas, driving "Speed to Market" and "Holistic Operational Efficiency". He manages Demand and Supply Planning, Merchandising, Operations, and Marketing and Sales. Prior to joining Puma, Joe was the Global Manager of Demand Planning for the Timken Company which serves diverse industries including Automotive, Heavy Truck, Off Highway, Rail, Wind Energy, Heavy Industries, Power Transmission, Industrial Distribution and Automotive Market. Joe holds an MBA and Master's Degree in Finance from Rensselaer Polytechnic Institute (RPI) as well as a B.A. in Mathematics and Statistics from the University of Connecticut. Joe is a past President of the Automotive Market Research Council and has achieved IBF's Advanced Certified Professional Forecaster (ACPF) designation.

Jonathon Karelse, *Chief Strategy Officer* **| Factors Group of Nutritional Companies**
Jonathon's professional career has consisted of leadership roles in transportation, finance and health products, beginning in supply chain and demand planning roles and culminating in a vice president position in strategic planning and corporate development. Currently, he functions as the Chief Strategy Officer at the Factors Group of Nutritional Companies. He is a recognized thought leader in demand planning and is co-founding partner of the S&OP consultancy NorthFind Partners. Jonathon has been a long-term contributor to the IBF's body of knowledge, with a specific focus on forecasting metrics and diagnostics and forecast value-add. He studied economics at the University of Western Ontario before moving to Vancouver to study law at the University of British Columbia. Jonathon went on to study operations and value chain management at the MIT Sloan School of Management.

Bastien Murzeau, *CEO* **| Mangrove**

John Piechule, CPF, *Senior Manager, Supply Chain* | **Arkema Inc.**

Mr. Piechule is Senior Manager, Supply Chain at Arkema Inc.'s Sartomer Business Unit headquartered in Exton, PA. Sartomer is a producer of high quality specialty chemicals. At Sartomer he is responsible for supply chain process optimization, sharing best practices within the Sartomer organization and other Arkema business units. He is experienced in demand management, production planning/scheduling, inventory management, quality assurance and quality control. Prior to working at Sartomer he spent significant time in the aerospace and heavy industry business sectors. Mr. Piechule currently holds the APICS CSCP and CPIM and the IBF CPF certifications. He received his MBA and undergraduate degrees at Widener University in Chester PA.

Ahmed Sakr, *Procurement Planning & Development Division Manager* | **Al-Dawaa Medical Services Co. Ltd**

Ahmed has 18 years of highly diversified work experience across a mix of business industries including pharmaceutical manufacturing, cosmetics, marketing services and mega retailers. He has held multiple roles across sales, marketing, operations, procurement, project management, demand planning, and forecasting. Currently working in Procurement Planning, Ahmed is a SAP super user, BI reporting developer and business planner. Ahmed holds an Master's in Integrated Supply Chain Management from Wisconsin Madison University.

Thomas Schleicher, *Vice President, Measurement/Data Analytics* | **National Consumer Panel (a joint venture of Nielsen/IRI)**

Thomas has led the Measurement/Data Science team at National Consumer Panel (NCP) for 9 years. Prior to his tenure at NCP, Thomas held a variety of positions with client-side manufacturers as well as smaller consulting companies. These included two stints at Bayer HealthCare where he focused on pharmaceutical market research and forecasting. He also worked at Ipsos-ASI and smaller consulting companies with an emphasis on marketing analytics and forecasting. He has also been a lecturer/adjunct professor, most recently having taught courses on social research methods, statistics and social behavior at Quinnipiac University. After earning his PhD in Experimental Social Psychology from the University of Wisconsin-Milwaukee, Thomas continued his life-long learning quest by earning a certificate in Predictive Analytics from the University of California-Irvine.

Dr. Stanislaw Schmal, *Data Analytics & Strategy Lead* | **Lufthansa Industry Solutions BS GmbH**

Stan is data native who started his career in startup consulting, working with many data visionaries in early stage companies. In 2015, Stan joined Lufthansa Industry Solutions as senior data scientist for business analytics. He consults airlines and transportation companies on bridging the gap between data analyzing and generating value for the business. As project owner, Stan and his team launched several analytics applications to automate processes and increase customer success. In 2018, Stan joined the Lufthansa Industry Solutions BS GmbH US Branch to drive digitization and automation for North America-based firms. He hold a degree in Economics, A Master's in Finance, A Master's in Economics, a PhD in Business, Management and Marketing, and a PhD in Corporate Finance and Strategic Management.

John Solomon, *Director, Transformation & Analytics* | **PECO Pallet**

In his role as Director of Transformation & Analytics at PECO Pallet, John has effectively led both organizational and analytical transformations. He is passionate about continuous learning and sharing his knowledge in analytics, lean problem solving, and supply chain. His most recent key experiences are in technology design and implementation to increase operational efficiencies through behavior changes. John holds a degree in Materials Engineering from Iowa State University and prior to PECO worked at Caterpillar and XPO Logistics. He has held diverse leadership positions in analytics, Lean/6 Sigma, Materials R&D, warehousing, and project management.

Vikram Srinivasan, *Senior Director, Product Management* | **LLamasoft**

Vikram Srinivasan, Senior Director of Product Management at LLamasoftt, leads demand forecasting and insights solutions. He is primarily responsible for the overall product strategy of these offerings and manages a business plan to expand customer usage, increase customer penetration and grow product revenue. He also engages with market analysts and industry thought leaders to raise awareness of these solutions. Prior to his current role, Vikram worked as a Senior Consultant at LLamasoft on multiple projects solving various supply chain design problems. He received his M.S. in Industrial Engineering (majoring in Operations Research) at The Ohio State University.

Jean Noel Thibault, *Digital Transformation Director* | **Electrolux Europe**

Veronica Vasyukova, *Head of Planning* | **Yandex.Market**

Veronika has extensive professional experience in planning and S&OP in both online and brick and mortar, having working for FMCG, manufacturing and e-Commerce companies. She worked for Unilever for 11 years in a variety of roles in demand & supply planning across Russia, Ukraine and Belarus. In 2017, she made a change and moved into eCommerce, heading the planning function for the online marketplace Beru! and obtained unique experience in building e-Commerce S&OP from scratch. Veronika continues in this role, developing the planning function and S&OP. Veronika is a member of the Institute of Business Forecasting & Planning, IBF and is ASCM certified.

Mohamed Diaa Wahba, *Reliability Manager* **| EzzSteel Egypt**

Mohamed has over 12 years of highly diversified experience in the heavy industries. He has held a variety of roles across operations, project management, and predictive analytics at EzzSteel, the largest independent steel producer in the Middle East and North Africa. He is currently responsible for improving asset reliability using predictive technologies. His background includes many years in different manufacturing environments which has provided him with a solid platform to create new analytics-based solutions. Mohamed holds a post-graduate degree in Mechatronics and has a growing knowledge of using machine learning to solve business problems. He is CPIM, CMRP, LSSGB certified and is currently learning Python programming to develop predictive analytics models.

Eric Wilson, CPF, *Director – Thought Leadership* **| Institute of Business Forecasting & Planning**

Eric is a predictive analytics and business planning innovator, author, and speaker. He is the Director of Thought Leadership at the IBF. Prior to this he worked as the Director of Demand Planning at Escalade Sports, Director of Demand Planning at Berry Plastics, and Director of Demand Planning & S&OP at Tempur Sealy International. In 2016, he received the Excellence in Business Forecasting & Planning award from the IBF. He is an IBF Certified Professional Forecaster (CPF) with over 20 years of experience. Eric is a visionary in his field, a frequent speaker and panelist for many executive forums and professional conferences, and has written numerous articles in publications such as The Journal of Business Forecasting and APICS Magazine. He is also the author of the book Cultural Cycles.

Wes Womer, *Senior Finance Manager* **| Wabash National**

TUESDAY | APRIL 28, 2020

12:30 pm – 1:30 pm	**PRE-CONFERENCE WORKSHOP REGISTRATION**
1:30 pm – 4:30 pm	**HANDS-ON DATA SCIENCE & PREDICTIVE ANALYTICS WORKSHOP (IBF MEMBERS ONLY)**
5:00 pm – 7:00 pm	**EARLY CONFERENCE REGISTRATION	VISIT WITH EXHIBITORS**

WEDNESDAY | APRIL 29, 2020

7:00 am – 8:00 am	**MORNING REFRESHMENTS & REGISTRATION	VISIT WITH EXHIBITORS**	
8:00 am – 8:15 am	**WELCOME & OPENING REMARKS**	
8:20 am – 9:15 am	**1 The Predictive Demand Planning Professional: Developing, Resourcing & Retaining the Next Generation of Super Planners** Joseph Eschenbrenner, ACPF *Director, Demand Planning* **PUMA**	**2 Start Her Up: Developing Forecasts for New Products With No Data in a Startup Environment** Audrey McClain *Sr. Forecast and Replenishment Analyst* **HARRY'S**
9:20 am – 10:15 am	**3 Business Forecasting Made Easy at Harvard: Creating Quick, Easy & Affordable Forecasts with Amazon Forecast** Gildas Bah *Data Scientist* **HARVARD BUSINESS SCHOOL ONLINE**	**4 Leveraging Big Data & Data Science for Effective eCommerce Planning** Veronica Vasyukova *Head of Planning and S&OP Lead* **YANDEX.MARKET**
10:15 am – 10:25 am	**MORNING BREAK	VISIT WITH EXHIBITORS**	
10:25 am – 11:20 am	**5 Welcome to the Data Revolution: Introduction to Tools and Algorithms in Data Science & Machine Learning** Wes Womer *Senior Finance Manager* **WABASH NATIONAL**	**6 Take Off With Dynamic Pricing Models: Using Data Analytics for Dynamic Airline Seat Pricing at Lufthansa** Dr. Stanislaw Schmal *Data Analytics & Strategy Lead* **LUFTHANSA**
11:25 am – 12:20 pm	**7 Your Bias is Showing: Using Behavioral Economics to Improve Human Inputs in Forecasting** Jonathon Karelse *Chief Strategy Officer* **FACTORS GROUP OF NUTRITIONAL COMPANIES**	**8 New Data Sources Mean New Insight: Leveraging Market Research Data or Better Forecasting** Thomas Schleicher *Vice President, Measurement/Data Analytics* **NATIONAL CONSUMER PANEL (A JOINT VENTURE OF NIELSEN/ IRI)**
12:20 pm– 12:50 pm	**LUNCH**	
12:50 pm– 1:30 pm	**KEYNOTE PRESENTATION |** Eric Frankenberg, *Director, Sales and Operations Planning* **| BREVILLE**	
1:30 pm – 2:00 pm	**VISIT WITH EXHIBITORS**	
2:00 pm –2:55 pm	**9 Identifying Patterns in Data: Using AI Segmentation & External Data to Improve Forecast Accuracy** John Solomon *Director, Asset Management Analytics* **PECO PALLET** Vikram Srinivasan *Sr. Director, Product Management* **LLAMASOFT**	**10 The Future of Manufacturing: Using Predictive Analytics in Your Journey to Industry 4.0** Dr. Rajesh Devasia *Director – Applied Artificial Intelligence* **COURSE5 INTELLIGENCE**
3:00 pm – 3:55 pm	**11 Nothing Artificial About AI: Setting Up & Sustaining AI Forecasting in Your Organization for Improved Forecast Accuracy** Jean Noel Thibault *Digital Transformation Director* **ELECTROLUX EUROPE** Bastien Murzeau *CEO* **MANGROVE**	**12** *To Be Announced*
3:55 pm – 4:10 pm	**AFTERNOON BREAK	VISIT WITH EXHIBITORS**	
4:10 pm – 5:10 pm	**ROUND ROBIN ROUNDTABLE DISCUSSIONS**	
5:15 pm – 6:15 pm	**IBF COCKTAIL RECEPTION**	

FRIDAY | APRIL 30, 2020

8:30 am – 9:15 am	**MORNING REFRESHMENTS & REGISTRATION	VISIT WITH EXHIBITORS**	
9:20 am – 10:15 am	**13 Intelligent Forecasting at Intel: Using Advanced Excel Functions to Build Statistical Forecast Models** Tina Burke *Analytics, Modeling & Reporting Lead* **INTEL CORP**	**14 Spread the Analytics Love: Developing an Analytics-Led Culture of Forecasting Improvement** John Piechule, CPF *Senior Manager, Supply Chain* **ARKEMA**
10:20 am – 11:15 am	**15 Master Your Master Data: Cleansing, Streamlining Enterprise-Wide Data to Succeed in the Age of Big Data & AI** Ahmed Sakr *Procurement Planning & Development Division Manager* **AL-DAWAA MEDICAL SERVICES CO. LTD**	**16** *To Be Announced*
11:15 am – 11:30 am	**MORNING BREAK	VISIT WITH EXHIBITORS**	
11:30 am – 12:25 pm	**17 Can Machine Learning Save Our Ass(ets)? Teaching Machines to Predict Equipment Failure & Protect Company Assets** Mohamed Diaa Wahba *Reliability Manager* **EZZSTEEL EGYPT**	**18 Successful Digital Transformation for Supply Chain: 5 Key Pitfalls to Avoid** Eric Wilson, CPF *Director – Thought Leadership* **INSTITUTE OF BUSINESS FORECASTING & PLANNING**
12:25 pm – 12:35 pm	**CLOSING REMARKS & GIVEAWAYS**	

CONFERENCE CONCLUDES

IBF RECERTIFICATION: 10 POINTS

PREDICTIVE BUSINESS ANALYTICS ⚜ FORECASTING & PLANNING CONFERENCE

SILVER PACKAGE ONLY $1,599 USD WHEN YOU RESGISTER BY MARCH 25, 2020 (IBF MEMBERS RECEIVE AN ADDITIONAL $100 OFF)

FREE REGISTRATION GET THE 4TH PERSON FREE FOR EVERY 3 REGISTRATIONS

REGISTRATION OPTIONS	SILVER PACKAGE	GOLD PACKAGE	4th FREE! GOLD GROUP (4 PERSONS FOR PRICE OF 3)	GOLD CERTIFY PACKAGE	GOLD GROUP PACKAGE (2 PEOPLE)	SILVER GROUP PACKAGE (2 PEOPLE)	PRE-CONFERENCE DATA SCIENCE WORKSHOP (IBF MEMBERS ONLY)
EARLY BIRD PRICING | EXPIRES MARCH 25, 2020	$1,599	$1,749	$5,247	$2,949	$3,398	$3,098	$0
REGULAR PRICING | EXPIRES APRIL 27, 2020	$1,699	$1,849	$5,547	$3,049	$3,598	$3,298	$0
ONSITE PRICING	$1,799	$1,949	$5,847	$3,149	$3,798	$3,498	$0
IBF Membership Discount | $100 OFF	Elgible	Included	Max Discount Included	Included +			N/A
PREDICTIVE BUSINESS ANALYTICS CONFERENCE APRIL 29-30, 2020	✔	✔	✔	✔	✔	✔	
BREAKFAST &/OR REFRESHMENTS	✔	✔	✔	✔	✔	✔	✔
LUNCH	✔	✔	✔	✔	✔	✔	
EVENING COCKTAIL RECEPTION | APRIL 29, 2020	✔	✔	✔	✔	✔	✔	
PRE-CONFERENCE DATA SCIENCE WORKSHOP APRIL 28, 2020 (IBF Members ONLY)		✔	✔	✔	✔		✔
IBF MEMBERSHIP (1 YEAR)		✔	✔	✔	✔		
IBF CPF CERTIFICATION EXAMS				✔			
FUNDAMENTALS OF DEMAND PLANNING & FORECASTING BOOK				✔			

CERTIFICATION FEE (OPTIONAL)

Non-Members: ◯ **$425** (USD) per exam

IBF Members: ◯ **$375** (USD) per exam

Please circle which Exam(s) you are interested in taking   1   2   3   4   5

PLEASE REGISTER THE FOLLOWING: (Photocopy if more than 1 Registrant)

First Name _____ Last Name / Surname _____

Job Title _____ Company _____

Address _____ MS/Suite _____

City _____

State / Province / County _____ Zip / Postal Code _____ Country _____

Telephone _____ Fax _____

Email _____ Industry _____

◯ Check   ◯ Payment Enclosed   ◯ Bill Company   ◯ Credit Card

Visa / Mastercard / American Express / Discover

Exp. Date _____

Signature _____

Payment: Payment in full is required 15 days prior to the scheduled date of the event. Unless payment is received by that day, your registration will be canceled.

Cancellations: Registrant may cancel without penalty up to 15 days prior to the date of scheduled event and receive a full refund. All cancellations must be submitted in writing. Cancellations received less than 15 days prior to scheduled conference are subject to a $195 (USD) service charge. No refunds will be given for cancellations made on the date and thereafter of scheduled event.

The Institute of Business Forecasting & Planning - IBF, reserves the right to substitute, eliminate, and/or reschedule sessions and speakers if necessary. Plus, as a registrant, you agree that you may be included in group pictures or videos taken at the event that could be used for IBF marketing purposes in the future.

Institute of Business Forecasting & Planning

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