

Arrival Day - Monday, March 9		* Pre-Conference Seminars are optional, an additional cost, and separately bookable. Visit biaconference.com for more information.			
12:00 p.m.	Registration Opens				
	PRE-CONFERENCE SEMINAR 1*	PRE-CONFERENCE SEMINAR 2*	PRE-CONFERENCE SEMINAR 3*	PRE-CONFERENCE SEMINAR 4*	
1:00 - 4:00 p.m.	Data Visualization and Dashboards with SAP Analytics Cloud and SAP Analytics Cloud Analytics Designer Ingo Hilgfort - Global Product Evangelist, SAP	How to Deliver Self-Service Reporting with SAP BI 4.3 Gregory Botticchio - Director, Product Management, SAP Pascal Gaulin - Analytics Product Expert, SAP	Augmented Analytics and SAP Analytics Cloud Federico Rosenhain - Data and Analytics Specialist, SAP	Innovation Through Collaboration: How SAP Analytics Cloud for Planning Enables Better Business Decisions Brought to you by ASUG in Partnership with NIMBL.	
4:30 - 5:45 p.m.	Business, Banter, and Beer: Networking with Your Peers				
5:45 - 7:00 p.m.	Welcome Reception				
Conference Day 1 - Tuesday, March 10					
7:00 - 8:00 a.m.	Breakfast and Exhibition Viewing				
8:30 - 9:40 a.m.	Keynotes	Opening Remarks Geoff Scott - CEO, ASUG			
		Conference Welcome: Meet the Emcee Heather Hill - Business Intelligence Manager, Mobile Mini			
		Steer Executive Decision-Making with Digital Data Insights Stephanie Turner - HR Technology Manager, Senior Systems Engineer, Honda North America, Inc.			
		Winning Your End Users with SAP Analytics Iver van de Zand - VP Product Strategy, Augmented BI, SAP			
9:45 - 10:30 a.m.	Refreshments and Exhibition Viewing				
	TRACK 1: BI AND ANALYTICS STRATEGY	TRACK 2: STORYTELLING WITH DATA VISUALIZATION	TRACK 3: AGILE METHODOLOGY AND MANAGING CHANGE	TRACK 4: HANDS-ON LEARNING	
10:30 - 11:10 a.m.	VELUX Data and Analytics Modernization Journey Andreas Madsen - Senior Data and Analytics Partner, VELUX A/S	Using Value Driver Trees for Visual Planning Ingo Hilgfort - Global Product Evangelist, SAP	Becoming Agile at Mobile Mini: A Business Intelligence Team's Transformation Story John Clapper - Business Intelligence Analyst, Mobile Mini	Leverage Your Investment in SAP BusinessObjects with SAP Analytics Cloud Gregory Botticchio - Director, Product Management, SAP Pascal Gaulin - Analytics Product Expert, SAP	
11:20 a.m. - 12:00 p.m.	SAP Analytics Cloud: Neugebauer Chocolate Blended X-Data with O-Data to Better Understand the Customer Experience Norton Domingues - IT Coordinator, Neugebauer Chocolate Bruno Heissler - SAP Analytics Team Leader, ITS Group	Delivering Actionable Insights Via Delightful Dashboards While Maximizing SAP BI at Medtronic Chitrang Dave - IT Director, Medtronic Shyam Kompalli - Senior Principal IT Business Systems Analyst, Medtronic	Ferrara's Sweet Journey to Transition to a Digital Business to Close the Gap Between IT and the Business Mustafa Mustafa - Senior Director of IT, Ferrara Candy Company		
12:00 - 1:15 p.m.	Lunch and Exhibition Viewing				
1:15 - 1:55 p.m.	SAP BI 4.3: What's New in the BI Platform Maheshwar Singh - Director, Product Management, SAP	Benjamin Moore & Co.'s Journey from Traditional Reporting to a Blend of Visual Analytics and Machine Learning Models Using SAP Analytics Cloud Balaji Sundaram - Business Intelligence Analyst, Benjamin Moore & Co.	Lockheed Martin's Road to Agile Carla Steppick - Staff Business Analyst, Lockheed Martin Joyce Reese - Software Developer, Lockheed Martin	Create Your First Sales Dashboard Using SAP Analytics Cloud Ingo Hilgfort - Global Product Evangelist, SAP	
2:05 - 2:45 p.m.	Enabling Actionable Decision Making with Cloud Based Analytics Using SAP Analytics Cloud and SAP Cloud Platform Matt Conklin - Director, Finance Process Solutions, Heartland Dental LLC Shikher Verma - Director, IoT and Analytics, Dickinson + Associates	BI and Reporting Transformation: Defining the Future of Resource Management and Reporting at the Canada Border Services Agency Brandon DeRose - Resource Management Officer, Canada Border Services Agency Shubhadeep Chaudhury - Manager, SAP Master Data, Financial Reporting and Analytics, Canada Border Services Agency	Commit to the Scary: Leading Teams Through Change at Classic Hotels and Resorts J.J. McClelland - Area Director of Finance, Classic Hotels and Resorts		
2:55 - 3:35 p.m.	Discover the New SAP BI 4.3 Gregory Botticchio - Director, Product Management, SAP	Making Data Actionable: From Concept to Visualization Joe Perez - Senior Systems Analyst and Team Lead, NC Department of Health and Human Services	The Tightrope of Agile BI: The Balance of Innovation and Support Dale Thurman - Data Visualization Engineer, Chesapeake Energy	Best Practices for SAP Analytics Cloud and SAP BW/4HANA Integration Ingo Hilgfort - Global Product Evangelist, SAP	
3:35 - 4:30 p.m.	Refreshments and Exhibition Viewing		3:50 - 4:20 p.m.	Industry Roundtables	
4:30 - 5:15 p.m.	Keynote	Human Innovation: Creating a Culture of Creativity and Agility Dustin Garis - Chief Troublemaker, Garis Innovation			
5:15 - 6:30 p.m.	Cocktail Reception and Networking				

Conference Day 2 - Wednesday, March 11				
7:30 - 8:30 a.m.	Breakfast and Exhibition Viewing			
8:30 - 9:55 a.m.	Keynotes	Conference Welcome Heather (Sinkwitz) Hill - Business Intelligence Manager, Mobile Mini		
		No Human Is Limited: How San Francisco 49ers Leveraged the Philosophies of GOATS to Propel Its Vision Forward Moon Javaid - VP of Strategy and Analytics, San Francisco 49ers		
		The Future of Analytics Bill Franks - Chief Analytics Officer, International Institute for Analytics		
10:00 - 11:00 a.m.	Refreshments and Exhibition Viewing		10:15 - 10:45 a.m.	Industry Roundtables
	TRACK 1: CLOUD ANALYTICS	TRACK 2: HYBRID ANALYTICS	TRACK 3: INTERACTIVE DISCUSSION GROUPS	TRACK 4: HANDS-ON LEARNING
11:00 - 11:40 a.m.	How Pratt Industries is Leveraging SAP Analytics Cloud Stephen Filreis - Director SAP Program Management Office, Pratt Industries	Road Map: SAP BusinessObjects BI Suite Gregory Botticchio - Director, Product Management, SAP	Leveraging and Scaling Your BI Team to Help Build a Data-Driven Organization Merri Beckfield - Owner and President, 1091 Data Solutions, LLC Kevin Elder - Associate Professor, Georgia College and State University Charlie Lewis - Senior Manager, Business Intelligence, MINDBODY	SAP Analytics Cloud, Analytics Designer for Beginners Ingo Hilgert - Global Product Evangelist, SAP
11:50 a.m. - 12:30 p.m.	Customer Use Case for SAP Data Warehouse Cloud with SAP BW and SAP Analytics Cloud Tammy Powlas - Senior Business Analyst, Fairfax Water Eric Schemer - Vice President Product Management, SAP	Hybrid BI, Content Distribution, and Data Connectivity in Precision Drilling's Digital Transformation Chris James - Senior Manager, Application Technology, Precision Drilling Alan Golding - Solution Consulting Manager, APOS Systems Inc.	Creating a Data-Driven Business Culture Lena Winfree - Co-Founder, CEO, Rachel + Winfree Data Analytics Consulting Holly Rachel - Co-Founder, CEO, Rachel + Winfree Data Analytics Consulting Njeri Watkins - Instructor, University of British Columbia - Sauder School of Business	
12:30 - 1:45 p.m.	Lunch and Exhibition Viewing		12:30 - 1:30 p.m.	Women Connect Luncheon
1:45 - 2:25 p.m.	Evolving a Company into Business Digital Transformation with SAP Analytics Cloud Charles Reeves - Director of Business Intelligence, Southwire	From Reporting Chaos to Consensus with an Analytics Catalog at Brown-Forman Sam Sorsa - Director Advanced Analytics, Brown-Forman Rich Ghioffi - CMO, ZenOptics	Make Your Voice Heard via ASUG Influence Councils Ingo Hilgert - Global Product Evangelist, SAP Sylvain Garneau - User Experience, Adoption and IT Innovation Advisor for Data and Analytics, Cascades ULC Tammy Powlas - Senior Business Analyst, Fairfax Water Joyce Butler - IT Business Solutions Manager, Univar Solutions	Driver-Based Planning and Predictive Analytics with SAP Analytics Cloud JS Irick - Director of Data Science and Artificial Intelligence, TruQua
2:35 - 3:05 p.m.	Road Map: SAP Analytics Cloud Strategy and Recent Innovations for End-to-End Analytics and Data Management Adrian Westmoreland - Product Manager, SAP	Serving the Self-Service Community at Canadian Department of National Defense Nancy DesRoches - BI Manager, Canadian Department of National Defense	Adopting Agile Transformation John Clapper - Business Intelligence Analyst, Mobile Mini Joyce Reese - Software Developer, Lockheed Martin Carla Steppick - Staff Business Analyst, Lockheed Martin Dale Thurman - Data Visualization Engineer, Chesapeake Energy	
3:15 - 4:00 p.m.	Keynote	Open Chair Closing Keynote Panel: The Future of BI <i>Moderated by:</i> Heather (Sinkwitz) Hill - Business Intelligence Manager, Mobile Mini		
4:00 - 4:15 p.m.	Closing Remarks and Networking			