



batten institute

GLOBAL INNOVATORS' ROUNDTABLE

Harnessing Data Science for Breakthrough Innovation

13 October 2016 • The Box SF • 1069 Howard St • San Francisco, CA 94103

AGENDA

12—1 PM **LUNCH BUFFET**

1—4 PM **HARNESSING DATA SCIENCE FOR BREAKTHROUGH INNOVATION**

DISCUSSION LEADERS:

Casey Lichtendahl

Eleanor F. and Phillip G. Rust Professor of Business Administration, Darden School of Business

Eric C. Tassone

Data Scientist at Google; Adjunct Professor, Darden School of Business

Data science is central to a growing number of data-intensive business models. The field sits at the intersection of computer science, statistics, and business-domain knowledge. Most data scientists, however, are focused on their technology: the algorithm. Their focus on algorithmic design, deployment, and improvement often leads to incremental gains, but not new business solutions.

We will explore how to harness the power of data science to unleash breakthrough innovation. First, what types of innovations and new strategies are possible? And, second, what changes in culture—on both sides—are needed to foster effective collaboration between managers and their data scientists?

The Batten Institute for Entrepreneurship & Innovation is one of the centers of excellence at the Darden School of Business. It seeks to improve society by creating knowledge about the transformative power of entrepreneurship and innovation and by cultivating principled entrepreneurial leaders.

Casey Lichtendahl

Eleanor F. and Phillip G. Rust Professor of Business Administration, Darden School of Business

Associate Professor Casey Lichtendahl, appointed to the Eleanor F. and Phillip G. Rust Professorship of Business Administration, teaches Quantitative Analysis courses in Darden's MBA and Executive Education programs. His research focuses on eliciting, evaluating, combining probability forecasts and modeling consumption preferences. His work has appeared in leading academic journals such as *Management Science* and *Operations Research*. He serves as an associate editor for *Management Science* and *Decision Analysis*.

Several of his research papers received publication awards from the Institute for Management Science and Operations Research (INFORMS). Lichtendahl was nominated for Darden's Outstanding Faculty Award in 2009, 2010, 2011 and 2012. In 2009, he received the University of Virginia's Mead-Colley Award.

Prior to joining Darden in 2006, Lichtendahl served as a visiting instructor in the economics department at Duke University while in his Ph.D. program at Duke University's Fuqua School of Business. He began his professional career in the beverage industry. In the 1990s, he co-founded the Tradewinds Beverage Company. In 2011, the company was acquired by Nestlé Waters North America.

Education: A.B., Princeton University; MBA, University of Virginia; M.S., Stanford University; Ph.D., Duke University.

Eric C. Tassone

Eric C. Tassone, J.D./Ph.D., is Adjunct Faculty at the University of Virginia's Darden School of Business and a Data Scientist at Google, Inc. Eric has co-instructed "Data Science in Business" at Darden since 2015. He has worked most recently at Google's video-sharing website YouTube as Quantitative Technical Lead for Creator issues. Previously he was a post-doctoral fellow at Duke University's Children's Environmental Health Initiative & Department of Statistical Science and worked at the Centers for Disease Control and Prevention on health disparity issues. He holds a Ph.D. in Biostatistics from Emory University and J.D. from the University of Virginia School of Law. For more information, please visit www.linkedin.com/in/erictassone.