

Talent Analytics Leadership Roundtable & Economic Opportunity Summit (TALREOS)

Biographies



AL ADAMSEN is all about humanizing the work experience and elevating individual, team, group, and organizational success. As a globally recognized thought leader, educator, and influencer, Al works with, and elevates the voices of, those aligning worker well-being, engagement, relationships, and inclusion with organizational performance. He and his collaborators do this by systematically integrating the often disparate activities involved in People Analytics, Workforce Planning, Employee Experience, Diversity, Equity, & Inclusion, Ethics, and Artificial Intelligence (Ai). Al shares his work through

the People Data for Good Podcast, a show that features the stories, perspectives, and ideas of those promoting the ethical and responsible use of people data, analytics, and Ai for the benefit of individuals, teams, groups, organizations, and society at large. Al also produces the Connections at Work Podcast and Al Adamsen Podcast. Al is a long-standing Top 100 HR Technology Influencer by HR Executive Magazine, a co-founder of Insight222, and the creator of the forthcoming app, My Future of Work.

Before his current activities, Al held leadership roles at EY, Gap Inc., Infohrm (now SuccessFactors/SAP), and Kenexa (now IBM). Over his career he's served clients such as Unilever, Apple, Uber, McKesson, Disney, Boeing, Comcast, Heinz, Mayo Clinic, Stanford University, among many others. He and his content have been featured in leading magazines, webinars, podcasts, and learning content. He's also a frequent keynote speaker, facilitator, and author of a host of models, including the Talent Assessment & Development (TAD) Framework. In addition to his career pursuits, Al is an avid beach volleyball player and honored father of two outstanding young people. He and his family live in Santa Cruz, California.



BESAT ASANI Manager, People Analytics Systems at KeHE, where they are continuing the journey towards making the best possible data-driven people decisions to support the business. Besat recently was with Mars Inc. for 10 years in a variety of roles, most recently as their Global People Analytics and Operations Manager. Developing strong relationships is the foundation of everything he does, both professionally and personally.



MIKE BAUM focuses on new product introductions and growth at Microsoft. In his role, he oversees market strategy, sales, partnerships and business development. His product focus is on leveraging data from collaboration platforms such as email, calendar, SharePoint or Teams in order to create meaningful organizational insights from this powerful, yet often overlooked data set.

In his role at Microsoft, Mike grew the Viva Insights Employee Engagement solution into one of Microsoft's successful new solution launches. Before Microsoft, Mike held various Business Development leadership positions in high-tech and management consulting.



BUDDY BENGE is the lead of Human Capital Insights at Edward Jones. In his role at Edward Jones, he is responsible for maximizing the value derived from HR technology & data and turning those insights into unique competitive advantages for the company. Prior to this role, he was the lead of Global People Analytics & HR Digital for Bayer.

He is dedicated to two charities primarily. He is a member of the Men's Leadership Society for the United Way, as well as a member of the Champion's Club for the Marfan Foundation. In 2014, Buddy was diagnosed with Marfan's, a rare genetic condition, and is passionate about bringing awareness and knowledge of the condition.

Buddy began his career with Raytheon working in multiple facets of HR. He has had roles in talent acquisition, workforce planning, and as an HR business partner. He has his Masters in Industrial and Labor Relations from Cornell University, and a Bachelors in History from Millsaps College.



SUSAN BIANCANI is the Director of Talent Analytics at Netflix, a role she began in March of last year. Previously, she spent 7 years at Airbnb as a Data Scientist and the leader and founding member of the People Analytics team. She holds a PhD in Organizational Sociology and a MS in Computer Science; her academic work focused on collaborative social networks among professors. Susan has

also worked as a middle school science teacher, Outward Bound wilderness instructor, and Cheese Monger at Dean & DeLuca. Susan lives in San Francisco with her husband and two kids.



NICHOLAS BREMNER is an Industrial-Organizational (I-O) psychologist and people analytics practitioner with over 12 years of experience analyzing and translating people data to solve complex business challenges. His approach focuses on finding human-centered solutions that improve both organizational effectiveness and the employee experience. Currently, Nicholas leads People Decision Science at Uber, where he and his team empower leaders and employees to make data-driven decisions using the best available evidence.

Nicholas holds a Master's in Management Science from the Telfer School of Business at the University of Ottawa and a PhD in I-O Psychology from Western University. He is a published author in peer-reviewed books and journals on topics such as leadership, followership, personality, and employee commitment.



MICHELLE M. BUCKLEY, CFA, CAIA, Portfolio Manager; Director of Multi-Asset Solutions. Michelle leads Boston Common's U.S. Large Cap Core Equity Strategy and heads up the firm's multi-asset solutions business. She also serves as a global consumer discretionary sector analyst.

Over the course of her career, Michelle has championed an understanding of ESG criteria as part of quality investing and views attention to ESG-related behavior as a way to improve the inclusivity of global capital markets. Prior to joining Boston Common, Michelle was the Chief Investment Officer for Baldwin Brothers, an ESG-Integrated multi-family office, where she was the architect of the firm's U.S. equity strategies and asset allocation framework. Earlier in her career, she was the senior Consumer Discretionary sector analyst for Ameriprise's RiverSource Investments (now

Columbia Threadneedle).

Michelle earned an AB cum laude in History from Princeton University and conducted graduate research at the Humboldt Universitaet in Berlin. She holds the Chartered Financial Analyst and Chartered Alternative Investment Analyst designations, is a member of the Boston Economic Club and Boston Women's Leadership Council, and serves on the Board of Trustees for The Sage School (Foxborough, MA) and finance committee for the SouthCoast Community Foundation (New Bedford, MA).



DEAN CARTER Chief People and Purpose Officer – Guild As an innovative and industry-recognized leader of People and Culture for over 2 decades Dean has made his mark across Fortune 50, rapid growth, and culture-driven organizations. Dean was recently named Chief People and Purpose Officer at Guild – a B Corp, hot growth, tech company whose sole purpose is to unlock opportunity for America's workforce. Guild was listed by Time Magazine as one of the Top Most Influential Companies and their CEO, Rachel Romer, was named by Forbes as one of the top 50 leaders shaping the future of work. The 7 years prior to Guild, Dean led global People & Culture, Legal, and Finance teams for Patagonia. He has served on the Board of

Directors for Cornerstone OnDemand (NASDAQ: CSOD) and currently on the Board of Directors for Griffith Foods, a high-growth Chicago-based privately held sustainable food company. Prior to Patagonia, Dean served as CHRO during his tenure at Sears Holdings and Fossil Inc. as well as a variety of progressive HR and Management roles for Pier 1 Imports, Pearle Vision, and Procter & Gamble.

During his career, Dean's perspectives on the innovative opportunities within HR, purpose-driven companies, and a regenerative approach to employee experiences have been featured in The Economist, NBC Nightly News, HRBrew, Harvard Business Review, Fast Company, Inc. Magazine, NPR Morning Edition, NPR Marketplace, The Wall Street Journal, LinkedIn as well a range of books and other national publications. Forbes published 2 interviews of Dean's perspective on the Future of Work and the evolving role of the CHRO. The work of his HR teams has led to Brandon Hall's Gold Award for Innovation in HR as well as SHRM's prestigious HRM Impact Award. Dean is also a guest lecturer at renowned universities such as the USC Marshall School of Business, UCLA Anderson School of Business, and The University of Texas McCombs School of Business.

Dean has always been passionate about serving his home communities, with his most recent community work focused as a board member for Pacific Pride Foundation, supporting the LGBTQ+ community in the CA central coast, and the world-renowned classical music innovation institute, the Music Academy, based in Montecito, CA. He is an avid hiker, beach dweller, competitive swimmer, Dad, husband, regenerative gardener, and occasionally picks up a fiddle for a squeaky tune.

Dean earned his undergraduate degree from The University of Texas at Austin and currently serves as a Northwestern University Pritzker School of Law Workforce Science Fellow.



CATHERINE COPPINGER leads Customer Insights for Worklytics, which means she and team help customers make use of the data that underlies collaboration tools like your calendar, email, and slack, in a way that still protects employee privacy. This work spans topics from meeting & manager effectiveness to drivers of employee engagement, and recently, to reducing friction in the return to office, which is her focus for today's panel discussion.

Her expertise is at the intersection of workplace analytics, go-to-market strategy, and consulting. In six years at LinkedIn prior to her current role, she led a global ramp-up of data-driven thought leadership efforts, developed the return on investment story for the company's first advanced analytics offering, and partnered with some of the world's most forward-thinking companies on their use of network and talent pool analysis for strategic workforce planning purposes. That said, she most enjoys

helping the customers of early-stage companies realize business value from data products, and Worklytics is her third such foray into the startup world.

Before pivoting into the tech industry, Catherine studied Spanish Literature & Economics at Harvard University – which she maintains is much more relevant to the world of people analytics (read: critical thinking! storytelling!) than it may seem. In her spare time, you can find her on the soccer field, reading classic fiction, or cheering on her local Boston sports teams.



ELIZABETH CROFOOT is a Senior Economist at Lightcast. With 20 years of experience assessing US and global labor market data, she researches business responses to labor and talent shortages and works with global enterprises to address this challenge. Most recently, her research has focused on worldwide demographic shifts and implications for global labor supply. She also works with companies to identify rising skills and occupations in their markets, build skills-based hiring and training plans, and help business leaders make geolocation decisions.

In prior roles, Elizabeth was Senior Economist at The Conference Board and a Supervisory Economist at the U.S. Bureau of Labor Statistics. She has extensive experience in global labor market competitiveness, including evaluating labor cost competitiveness across countries.

Elizabeth has appeared as a guest economist on Yahoo! Finance, the TD Ameritrade Network, and NPR's Marketplace and has authored numerous reports and blogs on labor shortages and workforce training and development. Elizabeth holds an MA in economics from American University and a BA in political science and economics from the University of Washington in Seattle. A West Coast transplant, she currently lives in the suburbs of Washington, DC with her husband and two young children.



BETHANY DOHLEMAN currently holds the role of Director: Organizational Research at AbbVie. Her expertise translating analytics to action allows her to support senior leaders throughout HR and across the business. She is a part of the Talent team, focused on HR data, analytics, research, and measuring employee experience. Prior to her time with AbbVie, Bethany spent time working across industries in both analytics and HR leadership roles – including at State Farm Insurance, Bayer, and Nike. Bethany received her graduate training from the University of Illinois – Urbana Champaign – and holds a PhD in Quantitative Psychology and a Masters in Statistics.



KEVIN ERIKSON is Head of Talent Insights at Novartis. He is based in Basel, Switzerland. The team contributes to Novartis' mission of reimagining medicine by using data and science to deliver insights about people, organizations, and work gets done. Before this role he led People Analytics for Nestlé's Asia-Pac & Africa Region. Kevin started his career with Deloitte Consulting and then earned a Master of Industrial and Labor Relations from Cornell University.



DAVID R. FINEMAN is the Global Leader of People Analytics and Workforce Planning at PTC, Inc. Dave uses Planning, Analytics and Future of Work concepts to improve the workforce experience and influence talent programs across all stages of the employee lifecycle. He couples his talent expertise with strategic planning, business transformation, technology implementation and change management to achieve results and enhance shareholder value.

Dave joined the Columbia School of Professional Studies Human Capital Management program as an Adjunct Lecturer in the Winter of 2022. His current focus is teaching Master's level students about Strategic Workforce Planning.

Prior to joining PTC, Dave led Deloitte Consulting's Workforce Transformation People Analytics and Workforce Planning Program. At Deloitte, he designed, developed and implemented solutions that built capability, deployed technologies and advanced data-driven Workforce Planning, People Analytics and Future of Work programs within client organizations. Prior to joining Deloitte, Dave led the development and implementation of programs in support of global strategic, human capital and transformation objectives at State Street Corporation and directed cross-functional teams through large scale organizational and HR change at Fidelity Investments. In addition, Dave led the development of digital revenue and operating models at Mothenature.com and led clients through large-scale business process reengineering programs at CSC Index. Throughout his career, he has focused on implementing effective and efficient operating models while leveraging innovative technologies and approaches to achieve strategic, talent and financial objectives.

Dave received a Master of Business Administration from the Amos Tuck School at Dartmouth College and a Bachelor of Arts in Economics and Sociology from Clark University.



NICHOLAS GARBIS is a leader in People Analytics (PA) and Strategic Workforce Planning (SWP) driven by a passion for ethical, data-informed decisions and actions that help organizations, employees and communities to thrive.

Nicholas' experiences include starting, building, and leading PA & SWP teams at global enterprises across multiple industries, working in smaller and startup analytics technology firms, consulting for several Fortune 500 firms, and serving as a guest lecturer at Columbia, Vanderbilt, Stanford, UC-Berkeley, and University of Minnesota.

Nicholas has published one book and several industry whitepapers on people analytics (and a WWI history book). Nicholas serves as a coach and mentor to mainly early career professionals in PA & SWP.

In the community, Nicholas has served on the boards of non-profit organizations focused on clean energy and bicycle access for youth. He is also an active member of the Minneapolis outdoor cold water immersion community.

Nicholas joined Ford in November 2022, just as the company is embarking on a major transformation journey. In this role, Nicholas is focused on driving better, faster, more data-informed workforce decisions through technology platforms, insight-generating analytics products, high-value analytics projects including SWP, and the programs to elevate the analytics capabilities of the HR function overall.

Nicholas' career began in the Actuarial Science profession followed by roles as a high school math teacher, then roles in finance & retail operations, business intelligence, and HR technology – eventually leading to an extended career in roles dedicated to people analytics and strategic workforce planning at large, global enterprises.



ALLISON GERBER was named Director for Employment, Education and Training in the Annie E. Casey Foundation's Center Economic Opportunity in April 2021. Gerber has been a senior associate with the Foundation since November 2013. In this position, she was responsible for developing a number of youth and young adult employment initiatives on behalf of the Foundation, including Generation Work and the Partnership to Advance Youth Apprenticeship.

Prior to joining the Foundation, Gerber held several different roles in the employment and training field, including that of direct service provider and program manager, researcher and program evaluator, and local public policy maker and funder. Most recently, she was the executive director of the

District of Columbia's Workforce Investment Council, where her primary responsibilities included facilitating and staffing a 35-member Workforce Investment Board charged with creating a vision for the District's workforce system and developing the necessary policies and programs for implementing that vision. Prior to the Workforce Investment Council, she was a senior associate with the Aspen Institute's Workforce Strategies Initiative. While serving in that capacity, she was responsible for conducting research and evaluation activities related to a variety of adult education and workforce development programs, as well as for managing leadership development programming.

Gerber has a juris doctorate from Tulane Law School in New Orleans, LA and a bachelor's in American studies from Sweet Briar College in Sweet Briar, VA.



ADRIANNE GILBERT is a Sr. Manager and Principal Inclusion, Diversity, & Equity Leader at Amazon Web Services. In this role, she leads ID&E for a line of business including more than 26,000 employees across 50+ countries. Adrienne's philosophy is to use evidence-based and provable practices to maximize the return on investment in ID&E efforts. Her roots as an applied psychologist shape her inquisitive and data-driven approach, leading her to often ask 'Why?' and nearly as often, 'Why not?' in developing ID&E strategies at AWS.

Before joining Amazon, she served as Director of Client Analytics and Compliance within the Data Science division at pymetrics. In that role, she led the team responsible for ensuring the fairness and validity of AI tools deployed across the global portfolio of clients. While there, she co-founded and led pymetrics' D&I team, collaborating with HR to build strategy, structure, and processes around sustainable and successful D&I initiatives including the employee Diversity, Inclusion & Engagement survey, ERG program, and anti-racism training.

Earlier in her career, Adrienne led the Investigative Analytics team at the U.S. Equal Employment Opportunity Commission (EEOC) where she used statistics and developed algorithms to uncover employment discrimination and standardized strategies for attorneys, investigators, and social scientists addressing systemic discrimination. Adrienne earned a BA in Sociology from Hampton University, an MA in Psychology from Duke University, and a PhD in Psychology from UNC Chapel Hill.



LORRAINE GOFFE, a human resources leader with more than 20 years of senior-level experience, is the vice president for human resources and chief human resources officer at Northwestern University. She has also served as vice president for human resources at Penn State, MIT and Washington University as well as in leadership positions in both healthcare and private industry.

Goffe has broad HR experience, including organizational leadership; change management; workforce development; employee engagement; benefits and compensation; diversity, equity, inclusion and belonging; and HR analytics.

Goffe has differentiated herself as an HR leader by her ability to successfully enact change while supporting the needs of the organization and focusing on the well-being of employees. Along with her HR expertise, Goffe understands the business and uses data to solve problems through innovative solutions.

Goffe earned a B.A. from William Woods University in Fulton, Missouri and an MBA from National University in San Diego, California. She is also certified as a Senior Professional in Human Resources (SPHR) by the Human Resources Certification Institute and a Senior Certified Professional (SCP) by the Society for Human Resources Management. Goffe has always been an active member of her civic and professional communities serving on many non-profit and professional boards. She is also a sought-after speaker, speaking at regional and national conferences. Goffe currently serves on the board of the American Research Universities-HR Institute.



JUSTIN GRIMM leads a team of highly skilled technical professionals supporting one of nation's largest clean energy providers. Primarily responsible for application and business process support in the Human Resources space.

In previous roles, he has functioned as a Practice Manager, Technical Project Leader and Senior Programmer. Justin is a detail oriented, critical thinker with an affinity for hands-on problem solving. A strategic and results oriented leader focused on innovation, organizational growth and performance. He is a highly skilled communicator who works

to ensure comprehensive understanding of solution goals and an approachable mentor who seeks to develop leaders.

Justin's diverse work background, start-up level to multi-billion dollar corporation, provides rare perspective and experience. He is passionate about process automation & improvement, and the importance of data analysis in problem solving.

When Justin is not working you can usually find him on the baseball diamond with one of his four sons.



MARK HANSON As Vice President of Strategy at Lightcast, Mark Hanson leads the strategic initiatives for data, products, and partnerships related to People Analytics and Lightcast Open Skills, and both conducts and presents skills research. Prior to Lightcast, he was the Director of People Analytics at UnitedHealth Group (as well as a Lightcast customer for five years), where he led the People Analytics team focused on reporting for talent intelligence, talent acquisition, diversity (DEI), learning and development, real estate strategy and site selection. Mark has five years of management consulting experience where he focused on strategic planning, business analysis, talent development, and leadership training. He earned his MBA from the University of St. Thomas, Opus College of Business; and he earned his BA in Finance and Accounting from Bethel University. He and his wife, Christina, have three children

and live in St. Paul.



SCOTT HINES, Ph.D., is a Sr. Research Scientist at Amazon Web Services (AWS). His primary responsibilities include the execution of AWS's talent management research priorities using advanced analytical methods such as network analysis and statistical modeling. Before joining AWS, Scott led the strategic research function at Allstate and has an extensive background developing psychometric instruments used for employee selection. Scott received his Ph.D. in Industrial-Organizational Psychology from Louisiana Tech University and is a member of the Society for Industrial and Organizational Psychology (SIOP).



WENDY HIRSCH is the Vice President of HR Technology, Analytics and Services. She has responsibility for overseeing Eaton's HR technology solutions and future roadmap, as well as overseeing the HR Services organization to deliver employee lifecycle services to the business. In addition, Wendy is responsible for the design, build out and implementation of Eaton's global workforce analytics and planning strategy and programs. Prior to Eaton, Wendy served as vice president of workforce analytics, planning and HR technology at Johnson Controls

and held senior analytics and planning positions at Mercer and RAND Corporation. Wendy holds a B.A. in Psychology from University of Michigan and a Ph.D. in Industrial and Organizational Psychology from University of Illinois.



BRADLEY HUBBARD led the Employee Experience & Strategies team at Bristol-Myers Squibb. He formed the HR analytics function, created a broadly leveraged HR data lake and dashboards, developed the global people strategy for 25,000+ employees, supported the cultural integration of Celgene & BMS, built the roadmap for a centralized learning organization, supported the pandemic response, implemented the flexible work policy and measurements, partnered with the HRLT to develop the HR strategy, and led the ongoing development of 7000+ people leaders and 500+ senior leaders.

Bradley partnered with Global Inclusion & Diversity to achieve significant progress in gender diversity and UEG diversity at the executive level. His team leveraged analytics and action plans to maintain engagement with the workforce through a global pandemic, large cultural integration, and the return to the workplace. He established strategic plans and roadmaps for improving learning effectiveness and efficiency, directly engaged leadership in developing leadership capabilities and solving business problems, and aligned people and HR strategies to business strategy. Partnering with business leaders, corporate affairs, IT, and real estate, Brad's team was able to improve workforce communication, improve collaboration, and drive targeted improvements in engagement.

Prior to BMS, Bradley was a HR technology and analytics leader for W.W. Grainger, a leading industrial distributor. In this role, he worked on business and people analytics, HR technology strategy, data privacy, and system implementation and support. Early in his career, Bradley worked for Welch Consulting where he assisted companies in their defense against discrimination claims and economic damages.



CAITIE JACOBSON is a Behavioral Science Consultant on the People Analytics Team at Dell Technologies and specializes in industrial-organizational (I-O) psychology. At work, Caitie uses data storytelling and evidence-based research to help HR leadership make informed business decisions. Her background in I-O psychology allows her to focus on the “why” behind the results in order to recommend initiatives that enable people to be happier, healthier, and more productive at work. At Dell, Caitie has also worked extensively on designing surveys and focus groups as well as led the creation and validation of multiple assessments

to ensure they were customized to Dell’s Culture Code. Outside of work, Caitie is part of the IT Survey Group’s Executive Board and serves as their Research Chair. Caitie’s career overall has centered around assessment and measurement. Prior to joining Dell, she was an external consultant and shared I-O best practices with clients across a range of industries including food and beverage, technology, gas and electric, public safety, and professional services. Caitie earned her bachelor’s degree in psychology from the University of Florida and her master’s degree in I-O psychology from San Diego State University (SDSU). While at SDSU, Caitie taught an undergraduate research methods lab and conducted research on the influence of individual characteristics, such as multitasking preference and personality traits, on job performance and other work outcomes.



JENNIFER KURKOSKI Ph.D. - Director, People Analytics, Google. Jennifer leads People Analytics research at Google, bringing academic rigor to organizational decision-making. Her team covers topics related to hiring, equity, leadership, management, and culture and manages a range of research platforms, including Google’s annual employee survey. Before joining Google, Jennifer led community management at Excite@Home and consulted with nonprofit organizations on leadership development. She holds a Ph.D. in Organizational Behavior from UC Berkeley’s Haas School of Business and her work has been covered in the New York Times, Fast Company, and ABC’s Nightline.



JAMES LANE is a manager in the Workforce Intelligence Business Consulting team at Raytheon Technologies. His primary focuses are on Talent Management, Learning & Development data and metrics, and external reporting, specifically the Environmental, Social, Governance report. James has a background in Federal human resources consulting, where he focused on workforce analytics. He's led the development of business intelligence reporting solutions and data management processes. James enjoys solving problems, discovering insights from data that can be used to help make informed business decisions, and

streamlining processes, and drive improvements. James holds a BBA in Information Systems from Georgia Southern University. He enjoys spending as much time as possible outside with family.



MICHAEL LEMBERGER is the People Analytics manager at Zurich Insurance. The team focuses on consulting with internal stakeholders to make better business decisions with the support of data analytics. Projects frequently involve the use of predictive analytics, strategic workforce planning and survey design & analysis. His passion is to creatively build narratives and insights using people data to contribute to the success of the business strategy. Prior to joining Zurich, he worked as a statistical analyst at a business consulting firm as well taught undergraduate statistics courses as an adjunct professor. Outside of data, he enjoys kayaking and pickleball.



NICOLE LETTICH As Director, People Analytics and Insights in Nasdaq's People@Nasdaq organization, I transform data to generate insights and inform business decisions. I am an avid Python coder dedicated to using data and analytics to impact the employee career journey positively. Before joining Nasdaq, I held roles in Human Resources, Operations, and Marketing Analytics for companies including NRG Energy, US Development Inc., Citigroup and JPMorgan Chase.



SANJA LICINA believes that there is a tremendous opportunity to help people feel happier at work by making them better connected to their companies, to their colleagues, and to feel the passion to make a difference. She has been fortunate to travel to over 60 countries and live on three continents, and through this journey meet the most amazing, inspirational, passionate people. Collaborating with this incredibly diverse group has given her even more confidence that together we can make a huge difference. Sanja is deeply passionate about data and technology, which she knows will be a key to helping

transform the world of work.

She is the President of QuestionPro Workforce, where she collaborates with organizations globally to help them build a stronger relationship with their employees and to create a culture that workers love to be a part of, making it a win-win both for the people and the business. Prior to joining QuestionPro, she was the Head of the Future of Organizations Studio at Globant, and led several business units at CareerBuilder, managing international teams while living in Chicago, London, and Buenos Aires. With a PhD in Industrial and Organizational Psychology from DePaul University and an executive MBA from Kellogg School of Management, she has spoken at numerous conferences and some of her research has been featured in publications such as TIME, CNN, The Wall Street Journal, Fast Company and Forbes.



CHRIS MASON is the VP, HR Tech, Talent & Total Rewards at KeHE (a \$7B Food Distributor headquartered in Naperville, IL). He holds a Ph.D. in I-O Psychology from DePaul University. His career has centered on the application of I-O Psychology to HR practice in a range of companies where I've led teams in Talent Management, Total Rewards (compensation, benefits, and payroll), Organizational Effectiveness, People Analytics, Learning & Leadership Development and HR Technology and Systems. His passion is the reinvention of how we all work with a focus on changing HR programs into more dynamic, democratized, and datafied interactions enabled by new

digital products and platforms that enable the future of work.



BRUCE MEDLER started his career in Human Resources in 2011. He has worked in various areas of HR over the last 12 years Recruitment, Operations, Analytics, Automation, and Project Excellence. From 2015, he consulted with HR leaders to design intuitive and dynamic dashboards for pertinent HR data needs. In 2018, he led the HR Metrics and Definitions team to standardize HR metrics for the company. In 2019, he managed the HR Workforce Insight team as they aim to empower HR professions and drive decisions through data. From 2020, he began focusing HR's technology and collection efforts to produce a sustainable foundation that

will enable future analytics, automation, and project excellence. He will focus on aligning HR initiatives with agile technology to drive business value and enhancing the employee experience.

Bruce has studied abroad in Japan and Thailand, developing an appreciation for new cultures and languages. His exposure to various cultures has been an asset for projects and his global roles.

Bruce received his Bachelor's degree in International Studies from the University of Tennessee, Martin and an MBA with a focus in Service Marketing from the University of Memphis. He attributes earning his Eagle Scout and shadowing an Organizational Psychologist as a catalyst for his career interests in analytics.



MICHAEL MOON is an organizational psychologist and people analytics expert who specializes in applying analytics and evidenced-based approaches to the management of people. She has nearly 20 years of experience working in HR and HR Technology, as an analyst, practitioner, researcher and consultant. She is currently the Director of People Intelligence at Viasat and previously worked as the Director, Global Learning Experience and People Analytics at Align Technology. She is also a Lecturer in the HCM Master's program in the School of Professional Studies at Columbia University.

As an HR Technology and People Analytics leader, Michael believes that the future of work requires HR professionals who understand how to design programs and people strategies using a data-driven approach and the application of evidenced-based principles.

Michael is an active conference speaker and conducts research and writes on a range of topics including HR analytics, organizational culture, workplace motivation, organizational network analysis, employee engagement/experience and wellbeing.

Michael earned her PhD in Human Capital Management from Bellevue University, an MS in Data Science and an MS in Human Resources from Suffolk University.



STEPHANIE MURPHY is currently leading employee listening and analytics at the McCombs School of Business at The University of Texas at Austin. Here she also teaches graduate-level management courses in people analytics, diversity & inclusion, and leadership. Previously, Stephanie was Head of People Insights & Assessments at Dell Technologies where she led global projects reaching over 130,000 team members. This includes leading Dell's employee engagement survey, conducting research and designing listening tools to inform Dell's talent decisions, and developing and implementing assessments to enable

Dell's leaders and team members to do their best work. Stephanie aided in the culture integration efforts as Dell Technologies made history with one of the largest acquisitions in the Tech industry. She serves on several boards and committees including HR Exchange Network, IT Survey Group, and the Society of I-O Psychology. Stephanie was as one of the Top 10 Data and Analytics Professionals and by as one of the Top 100 Under 50 Executive & Emerging Leaders. Stephanie holds a B.S. in psychology from the University of New Orleans and a Ph.D. and M.A. in industrial-organizational psychology from Louisiana Tech University.



COLE NAPPER is the Co-Host of [Directionally Correct, A People Analytics Podcast](#) with [Cole](#) & [Scott](#) and owner of Directionally Correct LLC. He is also the Vice President of People Analytics & Product Evangelist for [Orgnostic](#), an innovative people analytics & employee listening platform. Cole has 12+ years of rapidly escalating experience building HR centers of excellence from the ground up to scale — with an expert focus on People Analytics. He creates competitive advantage using People Analytics for companies big (*Texas Instruments, Toyota, PepsiCo*) & not-so-big (*Orgnostic, Motive, Booster*). He is a guest contributor to the HR

Exchange Network, and advises and mentors HR Tech startups.



BROOKE NYBERG recently started as the Program Manager of People Analytics at KeHE in Naperville, IL where she aims to interface with HR and KeHE leadership to continually improve how they integrate people data into business processes. She also is a PhD candidate in industrial organizational psychology at DePaul University with interests in people analytics, work teams, and employee well-being.

Brooke was also a behavioral scientist consultant at Lotis Blue Consulting (formerly Axiom Consulting Partners) in Chicago, where she focused on leadership development, analyzing data for client projects, and revamping assessment centers. She also interned with NASA to research how astronaut-like teams develop their interpersonal relationships in isolated and confined environments.



ALEX OBENAUF leads the HR Reporting & Analytics team at Constellation Energy, one of the nation's leading clean energy providers, responsible for turning people data into a strategic asset for our HR and business stakeholders.

While Alex holds a degree in Finance, and spent the beginning of his career within Finance and Accounting roles, he pivoted into the analytics space within Constellation's Audit Analytics department which brought together his passions for finance and data analysis. He is always looking for opportunities to leverage technology to automate and improve business processes and ultimately tell a better story with the data.

Outside of work - Alex enjoys coffee, baseball and his two Bernese Mountain dogs.



IAN O'KEEFE is an Analytics executive with over 20 years of experience leading teams and building scalable innovative solutions for Fortune 100 organizations in Big Tech, Financial Services, Retail, and Life Sciences industries.

Ian is currently the Head of Talent Science and Analytics at Amazon where he leads a team that embeds scientific insights into consumer-grade Talent products used by 440k corporate employees across all Amazon businesses. He is also currently serving as an HR Venture Advisor at SemperVirens Venture Capital, an early-stage fund with over \$150 million under

management, investing in technology transforming healthcare, workforce, and financial wellness. Prior to joining Amazon in 2020, Ian was a Managing Director and the Head of Global Workforce Analytics at JPMorgan Chase. With JPMC, Ian deployed solutions that impacted the entire JPMC footprint of 250k employees in over 60 markets globally. Ian joined JPMC in 2016 from Google where he led People Analytics for the Global Sales and Marketing organizations. Before Google, he was the Head of Talent Analytics at Sears Holdings and spent five years at American Express where he led a corporate Org Effectiveness team that drove structural reviews for Consumer and Business Travel businesses and founded a Process Analytics team in support of business transformation cost-savings initiatives.

Ian began his career in management consulting in 1999 where he focused on delivering organizational health diagnostics, technology implementation and migration support, and change management solutions to Fortune 500 clients. He started off at a market research start-up which was later acquired by the Nielsen Company, then transitioned into Deloitte's Human Capital Consulting practice, before establishing his own practice. Ian earned a BA in Psychology from the University of Virginia and a Master of Science in Predictive Analytics from Northwestern University. He lives in the Washington DC Metro Area with his wife and their two children.



SAM ORELOVE, who currently leads the People Analytics team at Grainger, has worked in field for seven years, split between Marriott Vacations Worldwide and Grainger. Based in Chicago, his experience has focused on establishing foundational practices for small People Analytics teams. His work passions include dashboard design/user experience, DEI research, and empowering/upskilling HR to use data. A native of Richmond, VA, Sam has a B.A. from College of Charleston and M.S. in I/O Psychology from University of Central Florida.



BRANDY PARKER is the Senior Director of People Analytics at The Coca-Cola Company. Reporting to the Global Head of People Insights, Culture, and Strategy, she is responsible for leading the networked People Analytics team focused on addressing people-related business questions and driving the related research and reporting strategies.

Prior to joining The Coca-Cola Company, Brandy was the Analytics Manager for the Research, Advanced Analytics, and Monitoring team within People Analytics at Wells Fargo. In that role, she worked closely with HRBPs and CoEs across HR to identify business needs and scope relevant research projects. Additionally, she was responsible for the employee listening program, which included managing a cross-functional team to execute the company-wide 2021 Global Employee Survey.

Brandy also worked at Johnson & Johnson, joining their (at the time) newly formed Workforce Analytics team as a Senior Analyst. It was there that she developed a keen interest in becoming a more effective communicator, which led to her speaking at various conferences and events such as the SAS Analytics Conference, the HR & Workforce Analytics Summit, and Johnson & Johnson's TEDx Big Data conference.

Brandy received her Bachelor of Science degree in Psychology from Eastern Kentucky University and completed her Master's and Ph.D. in Industrial/Organizational Psychology from North Carolina State University.



ZACHARY ROSCH is a People Analytics Manager at The Farmer's Dog, a fast-growing startup where he is defining how People analytics can best inform the business through scalable solutions and approaches. His work focuses on a variety of topics such as enhancing and measuring the employee experience, creating trackable hiring metrics and goals, and identifying DEI opportunities.

Zack has been working in the People Analytics space for several years, including JetBlue prior to The Farmer's Dog. He earned a BA in Economics and Psychology from the University at Albany and an MA in I/O Psychology from Hofstra University.



RICHARD ROSENOW is an expert in the field of people analytics with a broad track record of experiences. His industry knowledge and expertise in the field have enabled him to design and implement innovative solutions and have established him as a thought-leader in this space. With a passion for empowering HR professionals, Richard is dedicated to sharing his expertise and lowering the barriers to entry for those looking to enter the field.

As the Vice President of People Analytics Strategy at One Model, Richard is tasked with sharing best practices, developing People Analytics communities, and creating cutting-edge research that supports HR and People Analytics leaders. He is committed to staying at the forefront of industry developments and actively participates in the People Analytics community by attending and promoting meetups, broadcasting open roles in People Analytics, and sharing his insights on the field via LinkedIn.

If you want to learn more about people analytics, join the community at onemodel.co/blog and by following Richard Rosenow and One Model on LinkedIn.



MICHAEL SCHNAPP leads Human Capital Technology, Analytics, and Operations at KKR, a leading global investment firm. Prior to KKR, Michael spent over a decade leading, building, and/or working in People Analytics, HR Transformation, and HR Technology, with some of the most exciting firms and most incredible teammates, most recently as head of Workforce Planning and Analytics at Blackstone. Michael has degrees from Kenyon and Claremont Graduate.



RACHEL SEDERBERG is a Research Manager on the Applied Research Team at Lightcast where she examines the labor market impact of emerging technologies such as green jobs, data privacy, automation, telemedicine, human capital management, and disruptive skills amongst others.

In addition to her work at Lightcast, Dr. Sederberg continues to publish academic research on labor economics and emerging technologies.

Dr. Sederberg holds both a Master's Degree and a Ph.D. in Economics from Northeastern University and a Bachelor's Degree in Economics from Stonehill College. Prior to joining Burning Glass Technologies in 2020, she was a Visiting Assistant Professor of Economics at Bowdoin College in Brunswick, ME for the 2019-2020 academic year.

Dr. Sederberg's labor economics research interests include understanding the experiences and impacts of those who are on the margins of the labor force, financial literacy and capability of young adults, the financial preparedness and behavior of the unemployed, mismatch unemployment, and how to better target unemployment insurance benefits. She has published in peer-reviewed publications including *Economics Letters*, *The Russell Sage Foundation Journal of the Social Sciences*, and the *Journal of Consumer Affairs*.



GURU SETHUPATHY, PhD recently left Capital One and is working in the space of fair and responsible AI.

Over the course of his career, Guru has focused at the intersection of technology and human capital. As an assistant professor at Johns Hopkins University, his research focused on algorithmic fairness and the impact of technology on the workforce. At McKinsey, Guru supported and advised Fortune 500 clients on their data and analytics strategies and their talent strategies. He co-authored multiple studies at the McKinsey Global Institute on the value of analytics, AI technology, and upskilling the workforce. Most recently, Guru brought his two passions together in building the People Analytics and Technology function at Capital One.

Guru earned a BS in Computer Science from Stanford University and a PhD in Economics from Columbia University and lives with his wife and two daughters in McLean, VA.



AARON SORENSEN Ph.D., Partner – Head of Business Transformation and Chief Behavioral Scientist. Aaron’s passion is helping businesses find new ways to grow and transform using data + behavioral science. He has more than two decades of experience helping businesses change their performance trajectory and has led hundreds of consulting engagements focused on helping leading companies achieve greater results from their people, teams, and organizations. His clients have included many high-profile brands such as Dick’s Sporting Goods, the NFL, the NBA, United States Olympics and Paralympics Committee

(USOPC), Mastercard and many others. At Lotis Blue, Aaron leads client engagements where complex issues related to organization and talent constrain growth and create execution challenges. He also serves as the Head of the Business Transformation practice and leads the Behavioral Science Center of Excellence.

Aaron lives Northbrook, IL and has a Bachelors of Science in Psychology from The University of Iowa as well as a Masters and PhD from DePaul University.

Prior to joining Lotis Blue Aaron was a Senior Consultant with Sibson Consulting in the Organization Effectiveness practice and a consultant with Halverson Group a leading customer experience and research firm that helps businesses improve the experiences of customers and employees.

Notable Achievements

- People Analytics | Helped a \$4B U.S. clothing and equipment retailer identify and capture a \$35M annual profit opportunity by using machine learning and predictive analytics to highlight the critical few store configurations, manager characteristics, and workforce levers.
- People Analytics | Helped a F200 global petrochemical company build out a custom people analytics platform in their tech environment that includes automated data pipelines in Azure from source systems, data blending and insights delivered in PowerBI.
- Officiating Performance in Professional Sports | Conducted advanced analytics to identify insights and trends in officiating call type, volume, and accuracy. Additionally, created performance improvement programs using behavioral science techniques that resulted in an improved call accuracy and a better fan experience.
- Fan Experience in Professional Sports | Led a team of data scientists and economists to analyze and understand the factors that impact pace of play, which helped league executives manage the variability in game pace and length that was causing fan dissatisfaction, network scheduling challenges and loss in premium ad revenue.

Aaron speaks and writes on the topics of organization transformation, organization design, talent management and the role of analytics and technology in the future of work. He has shared his perspectives with such organizations: The Conference Board, SHRM, TALREOS, WorldatWork, and SIOP. Aaron is frequently published and quoted in periodicals that include The Wallstreet Journal, The Financial Times, TechTarget, and Talent Quarterly, and many others. He is a two-time contributor to The Talent Management Handbook on topics related to workforce planning, the employee experience and employment branding.

Aaron is a member of the Society of Industrial Organizational Psychologists (SIOP) and the American Psychological Association (APA).

Aaron has a Ph.D. and Master's degree in Industrial/Organizational Psychology with a concentration in Applied Statistics and Business from DePaul University and a Bachelor of Science with honors in Psychology from the University of Iowa.



PAUL TSAGAROULIS Chief Science Officer, SurePeople, leads the people science practice at SurePeople. He has 20+ years of experience in people analytics as a director at Carrier and U.S. General Services Administration and as an analyst at UBS and Allstate. Paul has been recognized as a data



DEBORAH M. WEISS is Senior Research Fellow and Director of the Workforce Science Project (WSP) at the Center on Law, Business, and Economics at Northwestern University Pritzker School of Law. The WSP promotes better human capital practices through improved measurement and analytics by sponsoring business-academic research collaboration and by encouraging dialogue on policy issues through conferences that include the people analytics community, regulatory groups and other stakeholders.

Weiss is Executive Director of the Employment Quality Metrics Initiative, an employer consortium in partnership with the WSP, which is developing human capital metrics designed to measure employment quality for reporting to internal and external stakeholders.

She has written on a variety of employment and law and economics topics. Her current research examines issues in employment policy from a primarily empirical perspective. Her article, “Criminal Background and Job Performance” (co-authored), was the first study of the relationship between criminal background and productivity in a civilian setting. In a forthcoming article (co-authored), she provides the new evidence that the return to college selectivity varies greatly by major and the return to major varies greatly by selectivity. Her current projects include a study of the political and historical determinants of American employment law; several studies of the effect of state employment laws on employment levels and other worker outcomes; a study taking a closer look at the effect of Ban-the-Box on the employment of workers with criminal records; and experimental laboratory work on discrimination. Her previous work takes an interdisciplinary perspective on a variety of employment policy issues, including #MeToo, diversity, pensions, employee ownership, and Social Security. Her work on discrimination litigation led to her interest in talent analytics, prompting the initiation of the Workforce Science Project. Her 1991 paper was the first to apply the concept of time inconsistency to the design of pension programs, a now widespread practice. She received her JD from Columbia Law School and her MA in Economics from Harvard.



BRIAN WIEMHOFF worked most of his early career at Sears as a HR Business Partner supporting a variety of businesses increasing in range and scope of responsibility over the years. Brian's experience in and affinity for using data and analytics to drive business solutions led him into various roles in the HR systems, metrics, reporting, and analytics space.

Following his experience at Sears, Brian moved to a role at Aon where he led the Global HR Data, Metrics & Analytics teams. There he played a lead role in setting the people analytics and technology strategy and roadmap to guide the Aon HR function and broader organization along the data and analytics journey. Following his role at Aon, Brian moved to a role to lead the Global Analytics function at Caterpillar. There he plays a key role in delivering on the HR strategy to drive talent focused, data driven, technology

enabled decisions to support Caterpillar business strategies.

Most recently, Brian took a role to lead the Global Talent Analytics team at WTW. Similarly to previous roles, he has the opportunity to define and deliver on an analytics strategy and roadmap and build a team and broader capabilities to be able to deliver on WTW's priorities around growth and transformation. Brian's business background combined with his experience in various HR Business Partner, Technology, and Data/Analytics Leadership roles across a variety of industries gives him a unique and versatile perspective, allowing him to uncover new and innovative ways to add value to the business.



AARON YOUNGSTEDT With over a decade of experience in analytics leadership, Aaron is dedicated to fostering a data-driven culture that empowers organizations to make informed decisions and achieve differentiated value. He has worked extensively in driving analytics strategy and deploying cutting-edge technologies, transforming Whirlpool Corporation's HR department into an analytically mature organization that delivers enterprise-wide talent insights and enhances data quality. Aaron holds a Master's in Data Science from Northwestern University and a Bachelor's in Management from Purdue University. He is also a Certified

Six Sigma Master Blackbelt with a strong command of analytical techniques such as PCA, regression, DOE, and machine learning.



BEN ZWEIG is the CEO of Revelio Labs, a workforce intelligence company that leverages the latest advances in AI research to create a universal HR database from public sources. Revelio Labs' mission is to provide unique insights and uncover trends in Human Capital to empowering businesses and investors.

He also teaches courses on Data Science and The Future of Work at NYU Stern. Prior to starting Revelio Labs, Ben has worked as a Managing Data Scientist in the IBM Chief Analytics Office and as a Quantitative Strategist at an Emerging Markets hedge fund. He holds a PhD in Economics

from the CUNY Graduate Center and has done research in Occupational Transformation and Social Mobility.