Wednesday, May 15, 2024 — Friday, May 17, 2024

Northwestern Pritzker School of Law
Thorne Auditorium
375 E. Chicago Avenue
Chicago, IL 60611

**Wednesday, May 15**

5:30 – 8:30 p.m.  **Chicago People Analytics Meetup & TALREOS Reception** (Law School Atrium)

6:15 p.m.  **Reaching Upstream: An Evolution of the People Analytics Function**

Richard Rosenow, VP of People Analytics Strategy, One Model

Panel Discussion: The Future of People Analytics - Evolving PA Career Options

**Moderator:**  Chris Broderick, Head of Chicago People Analytics Meetup; Sr. Advisor, RADICL.

**Panelists:**  Genetha Gray, Senior Manager Data Analytics, Edward Jones  
Holly Lam, Senior Director, Supply Chain Field Support, US Foods  
Asiyat Magomaeva, Global Talent Management & Leadership Development Partner, PPG  
Jennifer Mihajlov, Chief Commercial Officer (CCO), Qualee

**Thursday, May 16**

9:00 a.m.  **Registration Check-in and Continental Breakfast** (Thorne Lobby)
10:00 to 10:05  Welcome and Introductions  (Thorne Auditorium)

Deborah M. Weiss, Director, Workforce Science Project, Northwestern Center on Law, Business, and Economics, Northwestern Pritzker School of Law

10:05 to 11:25  Session One — Harnessing Data for Performance, Attraction, and Retention Strategies
(15 minutes per presentation, followed by 20 minutes of moderated audience Q&A)

Moderator: Mark Hanson, Vice President of Strategy, Skills & People Analytics, Lightcast

The Impact of Total Rewards on Outcomes
Michael Walsh, Sr. Director, Workforce Analytics and Planning, Eaton

Using Talent Data for Attraction Strategies
Meta McKinney, Global Talent Intelligence Manager, NVIDIA Corporation

Retention vs. Turnover: Understanding, Utilization, and Data Literacy
Liz Bailey, Director, People Systems and Data Analytics, Ulta Beauty

The Many Facets of Employee Turnover: What Analytics Can Tell Us
Andrea Derler, Principal, Research and Value, Visier

11:25 to 11:45  Networking Break  (Thorne Lobby)

11:45 to 12:35  Peer Collaboration Sessions I
(Interactive 50-minute session featuring individual presentations (~10 minutes each) with integrated discussion segments.)

Navigating the Challenge of Attrition
(Group A—Throne Auditorium)

Moderator: Melissa Feigelson, Dir Talent Insights, Verisk Analytics

Random vs. Intentional Interventions & Employee Attrition
Zachary Rosch, Manager, People Analytics, The Farmer's Dog

Measuring ROI: Optimizing AI-Informed Retention Strategies for High Impact Results
Gabe Horwitz, CEO & Founder, eqtble
Optimizing the People Analytics Function
(Group B—Rubloff #140)

**Moderator:** Bradley Hubbard, Principal, Hubbard & Hubbard Consulting, LLC

*Merging Internal People Analytics Teams and Systems Information*

**Cole Napper,** FedEx

*Reporting vs. Analytics – Where Do Your Teams Spend Their Time and What Do Your Stakeholders Really Want?*

**Dave Fineman,** Global Leader, People Analytics and Workforce Planning, PTC

Elevating HR Metrics and Analytics: From Planning to Strategic Execution
(Group C—Rubloff #150)

**Moderator:** Amy Armitage, Founder and Co-Chair, Nexus Peer Groups

*How People Analytics Can Put the “S” in “SWP”*

**Ben Zweig,** CEO, Revelio Labs

*People Metrics for Enterprise Risk Management*

**Aniqa Hatem,** Manager, People Data Insights, JetBlue Airways

Creating Data Narratives for Effective Communication
(Group D—Rubloff #175)

**Moderator:** Yustina Saleh, Managing Director of Innovation Solutions, Burning Glass Institute

*Becoming a Skills-Based Organization: A Case Study*

**Elizabeth Crofoot,** Senior Economist and Principal Research Analyst, Lightcast

**Rachel Sederberg,** Research Manager, Senior Economist, Lightcast

*Crafting Compelling Data Stories with R Markdown*

**Craig Starbuck,** Head of People Analytics, Roku

12:35 to 1:35  
**Lunch** (Atrium)

1:35 to 2:55  
**Session Two — Leveraging Data and Metrics for Strategic Organizational Advancement**

*(15 minutes per presentation, followed by 20 minutes of moderated audience Q&A)*

**Moderator:** Brian Restuccia, Director - Talent Analytics, Target
Centralizing People Metrics
Nicholas Bremner, Senior Manager, People Decision Science, Uber Technologies

Anticipating Value Opportunities while Investing in Robust Data Infrastructure
Andy Chandarana, Director of People Analytics, Cencora
Justin Taylor, Senior Director, Global People Analytics & Insights, Cencora

Quantifying the Skills-Based Organization
Elizabeth Crofoot, Senior Economist and Principal Research Analyst, Lightcast
Rachel Sederberg, Research Manager, Senior Economist, Lightcast

Partnering with Operations: HRs Role in Advancing Business Outcomes
Kerya Ball, HR Data Science Leader, Kroger

2:55 to 3:15  Networking Break (Thorne Lobby)

3:15 to 4:35  Session Three — Insights for Inclusion: Applying People Analytics to Drive DEI Initiatives
(15 minutes per presentation, followed by 20 minutes of moderated audience Q&A)

Moderator: Allison Gerber, Director, Center for Economic Opportunity, Annie E. Casey Foundation

Performance Equity: How Ratings Influence Pay and Promotion, with a Lens on Bias Mitigation
Janelle Ketterer, People Analytics Director, TIAA

Employee Thriving in Underrepresented Minority Groups
Adrienne Gilbert, Principal Inclusion, Diversity & Equity Business Partner, Amazon Web Services
Ravleen Kaur, Business Intelligence Engineer, People eXperience and Technology (PXT) Central Science, Amazon Web Services

Encouraging Manager Diversity and Inclusion Efforts: Qualitative and Quantitative Approaches
Courtney McMahon, Head of Global People Analytics, Colgate-Palmolive

Navigating the Shifting Internal and External Landscape of DEI
Bethany Dohleman, Director: Organizational Research, AbbVie

4:35 to 4:55  Networking Break (Thorne Lobby)
4:55 to 6:10  Session Four — Prioritizing Well-being: Strategies for Sustainable Employee Support
(15 minutes per presentation, followed by 20 minutes of moderated audience Q&A)

Moderator: Stephanie Murphy, Founder & Principal Consultant, MCS Consulting

Actioning Engagement Surveys: Streamlining ELT Involvement for Effective Execution
Ryan Dullaghan, Talent Development & Analytics Lead, Joby Aviation

Establishing an Employee Experience Program from Scratch
Bruce Medler, HR Data Strategy Manager, International Paper

Are We Having an Employee Energy Crisis?
Sanja Licina, President, QuestionPro Workforce

6:15  Networking Reception (Thorne Lobby)

7:00  Networking Dinner (Atrium)
With gratitude to our TALREOS Dinner sponsor Insight222

Friday, May 17th

7:30 a.m.  Breakfast (Atrium)

8:30 to 8:50  Keynote Address (Thorne Auditorium)
Dean Carter, Chief Experience Officer, Modern Executive Solutions

8:50 to 9:10  WoRC Principles: Transforming Workforce Reporting Together

Liz Bailey, Director, People Systems and Data Analytics, Ulta Beauty

Ryan Dullaghan, Talent Development & Analytics Lead, Joby Aviation

Michele Goldberg, Strategic Advisor & Consultant, Workforce Reporting Consortium, Northwestern Center on Law, Business, and Economics

Amy Stevenson, Director, People Analytics, HP Inc.

9:10 to 9:30  Group Photo and Networking Break (Thorne Lobby)
9:30 to 10:50  
**Session Five — Unleashing the Potential of Data: Advanced Insights in People Analytics**  
(15 minutes per presentation, followed by 20 minutes of moderated audience Q&A)

**Moderator:** Richard Rosenow, VP of People Analytics Strategy, One Model

*GenAI: Ethics, Organizational Dynamics, and Work Transformation*  
**Antony Ebelle-Ebanda,** Talent Insights, Johnson & Johnson  
**Juran Hulin,** Head of Business Unit Insights and Outcomes, Johnson & Johnson

*Four Pillars of People Analytics: Applications of Generative AI in HR*  
**Ian O’Keefe,** Director, Head of Talent Science and Analytics, SemperVirens Venture Capital

*Dysfunctions of Data*  
**Jennifer Kurkoski,** Director, People Analytics, Google

*Manager Span & Effectiveness: A Practical Application of ONA*  
**Catherine Coppinger,** Head of Customer Insights, Worklytics

10:50 to 11:10  
**Networking Break** (Thorne Lobby)

11:10 to 12:30  
**Session Six — Driving Business Success: Connecting Metrics to Strategic Decision-Making**  
(15 minutes per presentation, followed by 20 minutes of moderated audience Q&A)

**Moderator:** Al Adamsen, People Analytics & Future of Work, PAFOW

*Using Desired EBITDA to Choose Target Headcount*  
**Ramona Kudla,** Director, HR Global Reporting and Analytics, Cummins

*From Inputs to Insight – Identifying Profitability and KPIs via People Analytics*  
**Mitch Rosenberg,** Vice President, People Analytics, KKR

*Integrating Business and HR: From Traditional KPIs to Actionable Insights*  
**Dave Lee,** Lead, People Data Science, Blackstone

*Strategic Investment in Talent: Optimizing Talent Mobility using Insights from Skills Clusters*  
**Donncha Carroll,** Partner & Chief Data Scientist, Lotis Blue Consulting  
**Jim Hemgen,** Principal/Director Talent Development, Booz Allen

12:30 to 12:50  
**Boxed Lunch Pick-Up** (Atrium)
Peer Collaboration Sessions II
(Interactive 50-minute session featuring individual presentations (~10 minutes each) with integrated discussion segments.)

Mastering Talent Dynamics: Employer Policies and Predictive Competency Models
(Group A—Lincoln Hall, Levy Mayer #104)

Moderator: Brooke Nyberg, Program Manager, People Analytics, KeHE

Navigating Us vs Them: Managing Employer Policies in Remote Work Environments
Buddy Benge, Head of Human Capital Insights, Edward Jones
Genetha Gray, Senior Manager Data Analytics, Edward Jones

Competency Models to Predict Performance
Nicole Lettich, Director, People Analytics & Insights, Nasdaq

Productizing and Scaling People Analytics Insights for Maximum Impact
(Group B—Rubloff #140)

Moderator: Michael Moon, Director, People Intelligence, Viasat

Step Change: Driving Analytics Value at Scale
Nicholas Garbis, VP, People Analytics & Planning, Ford Motor Company

Customized Data Products: Operational Overview and Business Case Analysis
Justin Grimm, Senior Manager, HR Technology, Constellation Energy
Alex Obenauf, HR Reporting & Analytics Manager, Constellation Energy

Mastering Metrics: Elevating Data Quality for Strategic Decision Making
(Group C—Rubloff #180)

Moderator: Michelle Buckley, Managing Director, Marketing & Investor Relations, Telsey Consumer Fund
Richard Rosenow, VP of People Analytics Strategy, One Model

Understanding Inputs to People Outcome Metrics
Ashley Buckner, Sr People Insights Analyst, Guild Education

Quest for Data Quality – How Can Taxonomies, Standards, and More Benefit the People Analytics Foundation
Philipp Trubjansky, Head of People Analytics & HR Data Office, Vitesco Technologies Group
Our 2024 Sponsors

Confirmed Participants (as of May 20, 2024):

1. **Al Adamsen**, Founder & CEO, PAFOW
2. **Amy Armitage**, Founder and Co-Chair, Nexus Peer Groups
3. **Liz Bailey**, Director, People Systems and Data Analytics, Ulta Beauty
4. **Kerya Ball**, HR Data Science Leader, Kroger
5. **Buddy Benge**, Head of Human Capital Insights, Edward Jones
6. **Nicholas Bremner**, Senior Manager, People Decision Science, Uber Technologies
7. **Chris Broderick**, Head of Chicago People Analytics Meetup, & Sr. Advisor, RADICL.
8. **Michelle Buckley**, Managing Director, Marketing & Investor Relations, Telsey Consumer Fund
9. **Ashley Buckner**, Sr People Insights Analyst, Guild Education
10. **Jon Burton**, Principal People Analytics Consultant, Visier
11. **Donncha Carroll**, Partner & Chief Data Scientist, Lotis Blue Consulting
12. **Dean Carter**, Chief Experience Officer, Modern Executive Solutions
13. **Andy Chandarana**, Director of People Analytics, Cencora
14. **Catherine Coppinger**, Head of Customer Insights, Worklytics
15. **Elizabeth Crofoot**, Senior Economist and Principal Research Analyst, Lightcast
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33. Juran Hulin, Head of Business Unit Insights and Outcomes, Johnson & Johnson
34. Ravleen Kaur, Business Intelligence Engineer, People eXperience and Technology (PXT) Central Science, Amazon Web Services
35. Janelle Ketterer, People Analytics Director, TIAA
36. Ramona Kudla, Director, HR Global Reporting and Analytics, Cummins
37. Jennifer Kurkoski, Director, People Analytics, Google
38. Holly Lam, Senior Director, Supply Chain Field Support, US Foods
39. Dave Lee, Lead, People Data Science, Blackstone
40. Nicole Lettich, Director, People Analytics & Insights, Nasdaq
41. Sanja Licina, President, QuestionPro Workforce
42. Asiyat Magomaeva, Global Talent Management & Leadership Development Partner, PPG
43. Meta McKinney, Global Talent Intelligence Manager, NVIDIA Corporation
44. Courtney McMahon, Head of Global People Analytics, Colgate-Palmolive
45. Bruce Medler, HR Data Strategy Manager, International Paper
46. Jennifer Mihajlov, Chief Commercial Officer (CCO), Qualee
47. Michael Moon, Director, People Intelligence, Viasat
48. Stephanie Murphy, Founder & Principal Consultant, MCS Consulting
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52. Ian O'Keefe, Director, Head of Talent Science and Analytics, SemperVirens Venture Capital
53. Brian Restuccia, Director - Talent Analytics, Target
54. Zachary Rosch, Manager, People Analytics, The Farmer's Dog
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61. Justin Taylor, Senior Director, Global People Analytics & Insights, Cencora
62. Philipp Trubjansky, Head of People Analytics & HR Data Office, Vitesco Technologies Group
63. Michael Walsh, Sr. Director, Workforce Analytics and Planning, Eaton
64. Deborah Weiss, Director, Workforce Science Project, Northwestern Center on Law, Business, and Economics
65. Ben Zweig, CEO, Revelio Labs

Confirmed Attendees (as of May 20, 2024):

66. Cristian Alvarez, People Analytics, Planning & Process Manager, Telecom Argentina
67. Ahnas Alzahabi, HR Analytics & Reporting Manager, Kroger
68. Besat Asani, Product Owner, Mars Veterinary Health
69. Heroina Banushi, People Analytics Officer, Zurich
70. Derek Berube, People Analytics Lead, McDonald's
71. Sujit Bhatia, Workforce Planning Lead. Mondelez International
72. Hilary Blanchard, People Analytics Lead -North America, Kellanova
73. Brad Bremener, HR Analytics Manager, Cummins
74. Matt Bufalino-Mckinsey, Workforce Planning & Analytics Business Partner, Medline Industries
75. Danielle Bushen, Global Head of People & Culture Data Governance & Stewardship, Sanofi
76. Chris Butler, Co-founder and CEO, One Model
77. **Erika Carlson**, Senior Director for Data Strategy, New York Jobs CEO Council
78. **Jin Woo Chang**, Senior Talent Strategy Consultant I, Mercer
79. **Jesse Clark**, Sr. Manager People Analytics, CSG
80. **Amber Cochrane**, HR Insights and Analytics Manager, McDonalds
81. **Ryan Colthorp**, Sr. Director Workforce Planning, Analytics, and Operations, Okta
82. **Ian Cosgrove**, Senior Analyst, People Analytics, Relativity
83. **Scott DeKoster**, Principal, LDO Practice, Korn Ferry
84. **Samir Desai**, VP DEI and Talent Strategy, Endeavor Health
85. **Austin Dotto**, Uber Technologies
86. **Kenna Ducoff**, Talent Strategy Analyst, State Farm
87. **Guillermo Eaton**, People Analytics Manager, Mondelez International
88. **Jonathan Ferrar**, Chief Executive Officer, Insight222
89. **Joseph Frank**, Director, Executive & Compliance Reporting, Human Resources (People Analytics Director), Washington University in St. Louis
90. **Benjamin Friedrich**, Associate Professor of Strategy, Kellogg School of Management, Northwestern University
91. **Stacia Garr**, Co-Founder, RedThread Research
92. **Sabina Gebczyk**, Global Director of Talent, OD and DIB&E, Griffith Foods
93. **George Georgiadis**, Associate Professor of Strategy, Kellogg School of Management, Northwestern University
94. **Shuba Gopal**, Principal, Glean Signals
95. **Alyssa Green**, Senior Consultant and Behavioral Scientist, Lotis Blue Consulting
96. **Daisy Grewal**, Senior Manager, People Insights, Intuit
97. **Jordan Hartley**, Sr PL&D Analytics Analyst, Southwest Airlines
98. **Ryan Hastings**, Human Resources Analytics Analyst, Zurich
99. **Jeff Higgins**, CEO, Human Capital Management Institute LLC
100. **Tomeka Hill-Thomas**, Senior Principal, Mercer
101. **Joseph Ifiegbu**, CEO, eqtble
102. **Emily Ilic**, Manager, People Analytics & Research, Deloitte
103. **Jon Izenstark**
104. **Caitie Jacobson**, Listening Analytics & Workforce Research Practice Lead, Dell Technologies
105. **Bryce Johnson**, People Analytics Consultant, Mars Veterinary Health
106. **Steve Johnson**, Sr. Manager of HR Analytics, Zebra Technologies
107. **Cliff Jurkiewicz**, VP, Global Strategy & Executive Evangelist, Phenom
108. **John King**, Partner, Lotis Blue Consulting
109. **Jakub Koziol**, Manager, People Analytics, Relativity
110. **Brenda Kowske**, Director, Talent Analytics and Workforce Planning, Boston Scientific
111. **Jonathan Kreindler**, President and Co-founder, Receptiviti
112. **Vivek Kumar**, CEO & Co-Founder, Teamforce AI
113. **Michael Lemberger**, People Analytics Director, Zurich
114. **Kathleen Leonard**, Head of HR Analytics & Workforce Planning, Memorial Sloan Kettering Cancer Center
115. **Emma Li**, Staff People Analyst, Databricks
116. **William Lim**, Analytics Lead, HR Reporting & Analytics, Hydro One
117. **Becky Lis**, Workforce Analyst, Conagra Brands
118. **Mariami Lolashvilli**, Principal Specialist, Workforce Planning & Strategy
119. **Amanda Ludwig**, Chief of Staff, People, Guild Education
120. **Perri Ma**, GVP, Global People Analytics, Warner Bros. Discovery
121. **Dave Manci**, Principal, PIQ Solutions
122. **Smaran Mandala**, People Analytics Manager, GoodRx
123. **Chris Mason**, VP, HR Tech, Talent & Total Rewards, KeHE
124. **Ian McLendon**, Senior Director, Workforce Analytics, Norfolk Southern
Amit Mohindra, Head of Data Analytics and Insights, Takeda Pharmaceuticals
Caitlin Moldvay, Customer Insights Program Manager, Worklytics
Nneka Morris, Supervisor, People Insights, McDonald's Corporation
Joel Mullis, AVP, Strategic Workforce Planning and People Insights, USAA
Stephen Newman, Mgr People Analytics Consulting, Health Care Service Corporation
Kristina Nguyen, HR Analytics and Insights Manager, McDonald's
Michaun Parayno, Talent Intelligence Manager, Conagra Brands
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Shericka Pringle, Chief Operating Officer, Northwestern Pritzker School of Law
Arti Pullins, President and Chief Healthcare Officer, QuestionPro Workforce
Kim Reed, Director of People Analytics, Lincoln Financial Group
Ryan Reetz, Mgr, Organizational Research, AbbVie
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Yining (Mary) Wang, Research Data Scientist, AdeptID
Kaitlin Ward, Senior People Analytics Researcher, Google
Maggie Ward, Manager, Talent Ops Data & Reporting, Netflix
Lee Webster, Interim Director, Human Resources, University of Lynchburg
Brian Wiemhoff, Global Talent Analytics Leader, WTW
Charmaine Williams, SVP/CHRO, Obama Foundation
Jin Yan, Economist, Revelio Labs
Aaron Youngstedt, Director Talent Analytics, Whirlpool Corporation
Robert Yu, Analytics Manager, DEI, Kirkland & Ellis LLP
Career Networking Room is located Parrillo Courtroom (Rubloff 155)

“Northwestern-Guest” Wireless Network is available for use.