



CHARLOTTE AREA ANALYTICS GROUP

MODERATOR

Deb Newland

*Director, Commercial Analytics
Premier Inc*

PANELISTS

Sage McLaughlin

*Sr. Manager, Analytic Solutions
and Products
Duke Energy*

Ashley Reckmeyer

*Director, Client Analytics
Lash Group*

Jennifer Seeley

*Analytic Manager, WMS Analytics
& Business Intelligence
Wells Fargo*

Katie Pratt

*Data Scientist II
AvidXchange*

08:00 - 08:30AM

Breakfast & Networking

08:30 - 09:30AM

Panel Q&A

09:30 - 10:00AM

Wrap-Up

TOPIC:

THE FUTURE OF ANALYTICS

JUNE 27, 2019 | 8AM -10AM



bit.ly/2JWggla

Charlotte Regional Business Alliance

330 S Tryon Street, Charlotte, NC 28202

In 2018, Amazon's machine-learning specialists uncovered a big problem: their new recruiting engine did not like women.

Now this engine was never actually put into production for their recruiting efforts based on this flaw but the company spent several years developing the engine only to find out that it picked up on the gender gap within technology. Part of me questions how diverse the team working on this engine was and if that would have impacted their results since diversity will create conflicting views, and thus, more complete solutions to a problem.

Regardless of gender, the current landscape in Analytics is rich with opportunity but women are still drastically under-represented in the space so companies can build their teams quicker and run more efficiently by looking at an untapped pool of resources. Part of this comes from getting more women interested in STEM at a younger age but there is also a big push for upskilling current teams thru internal training and boot camps to build more robust analytics skills.

This panel will be able to provide an overview of their path into analytics along with how we can all influence non-traditional paths into the space thru empowerment.

**For More Information,
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