Data Science and the Digital Economy

Every organization today has some form of digital transformation effort underway, but very few organizations are truly seeing the results they expect. Data and analytics are at the core of digital transformation projects; in fact I would go as far as saying that without data there is no real digital transformation. Over the last few years buzz words like "Artificial Intelligence", "Deep Learning", "Data Science" etc. have dominated conversations in technology and as a result have become a core part of transformation projects. However, a number of business leaders believe that they are yet to see true value from such projects.

Come check out this talk if you want to understand how to drive real business value from data. We will cover:

➢ **Why** Data Science is so crucial in the ever more Digital world;
➢ **What** it takes to set up effective Data Science projects (both cultural and technological) by learning from real world examples; and
➢ **How** to get started quickly and generate quick wins.

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Lead Digital Offering Manager at IBM

Shashank is currently the Lead Digital Offering Manager for IBM's new data and analytics platform. In addition to this role he is also responsible, globally, for IBM's Data Science Digital Business. Prior to these roles he has worked and led up different groups within IBM such as Technical Sales, Enablement, Competitive and Product Strategy all within the Data Science space.

He sits on of several advisory boards within academia and the corporate world to help organizations leverage data to make decisions. Before IBM, he has helped organizations such as Bombardier and Rogers Communication set analytics strategies to infuse data-driven decision making into the culture of the organization.

A data science professional by trade and the first individual in the history of Queen's University, Canada to successfully complete two full time Masters programs, in different cities, concurrently - MBA and the Masters in Analytics. He was recognized by Poets & Quants as one of the 100 MBA's to watch from the top 60 ranked business schools across the world in the class of 2016.