



Pan European



# Business Analytics Forum II

[www.businessanalyticsforum.gr](http://www.businessanalyticsforum.gr)

Organized by



Cotsen Hall

The American School of Classical Studies  
Anapiron Polemou 9, 10676, Kolonaki (Athens)

Thursday, April 26th 2012

## «How Business Analytics can be used to Drive Better Decisions in a Turbulent Environment!»



09.40 Welcome notes: **David Alexis**, President of the Hellenic Management Association (EEAE) & EIP

### Key Note Speaker

09.45 "Powered by Analytics"

**Ormanidou Elpida**, Senior Director HR Strategic Analytics and Budgeting, Wal-Mart Stores, Inc., U.S.A.

### Round Table Discussion: "How Business Analytics can be used to Drive Better Decisions?"

Coordinator: **Sampanis Nikos**, Country Manager, Greece & Cyprus of Forrester Research

10.00 "In God we trust; all others must bring data..."

**Katsivelis Pavlos**, Regional Managing Director of Chipita

10.10 "What Makes a Good Decision and How do you Know About it"

**Tsiliras Giannis**, CRM Director at OTE and COSMOTE

participation to the Round Table:

**Theoharis Harry**, Secretary General, General Secretariat of Information Systems, Ministry of Finance

**Giouvalakis Vasilis**, CFO of Errikos Dynan Hospital

**Ormanidou Elpida**, Senior Director HR Strategic Analytics and Budgeting, Wal-Mart Stores, Inc., U.S.A.

11.10 – 11.40 Coffee break

### 1st Panel: "Apply Analytics to Improve Business Performance"

Coordinator: **Dr. Kyriakopoulos Kyriakos**, Associate Professor of Strategy & Marketing,  
ALBA Graduate Business School at American College of Greece

11.40 "Driving Operational Excellence with Predictive Analytics"

**Papapanagis Vlassis**, Operations Director, Predicta

11.50 "Big Data: The new source of competitive advantage"

**Mitropoulos George**, George Director, Management Consultants, ICAP

12.00 "The Social Network Analytics Path to Advanced Customer Behavioral Understanding and Prediction"

**Epidexios George**, Project Manager, SAS Greece & Cyprus

12.10 – 12.30 Open Slot

12.30 – 13.10 Q & A

13.10 – 14.00 Light Snack

### 2nd Panel: "Best Practices in Business Analytics by Industry Leaders"

Coordinator: **Dr. Siniolakis Constantinos**, Director, Consulting, PwC

14.00 "Big Data Analytics. Current Focus of the Industry leaders"

**Kanioura Athina, Ph.D.**, Lead Scientist for Accenture Analytics and Marketing Services (AAMS) and Head of IGEM for AAMS

14.10 "Take Advantage of Business Analytics. Recognize your Customer"

**Aggelis Vasilis, Ph.D.**, Senior Manager, Retail Banking Business Development Division, Piraeus Bank SA

14.20 "Customer Experience: Moving from a product oriented approach to a customer one"

**Spyropoulos Jeffrey**, CRM Manager, Vodafone

14.30 "Customer Analytics in the Insurance Industry"

**Matsoukas Christos**, Head of BI & Analytics, EFG Eurolife Insurance

14.40 – 15.10 Open Slot

15.10 – 15.40 Q & A

15.40 End of Forum

The forum will take place in English. - The agenda is still on progress and the timetable may change.

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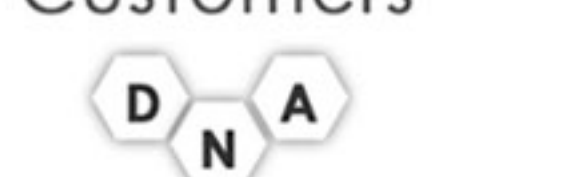


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