

Pan European



Business Analytics Forum II

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Organized by



Thursday, April 26th 2012

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

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



Keynote Speaker: **Ormanidou Elpida**

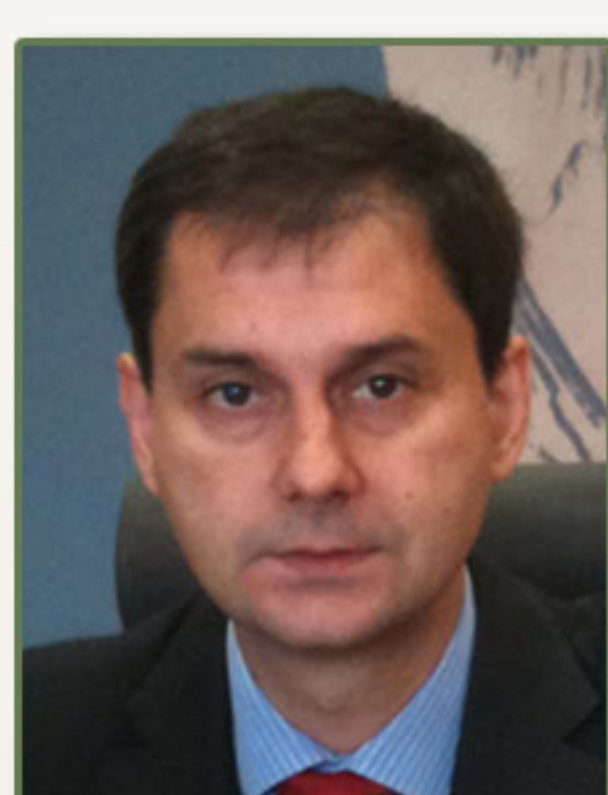
Round Table Discussion: "How Business Analytics can be used to Drive Better Decisions"



Katsivelis Pavlos
Regional Managing
Director of Chipita



Tsiliras Giannis
CRM Director
at OTE and COSMOTE



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



Giouvalakis Vasilis
CFO of
Erikos Dynan Hospital

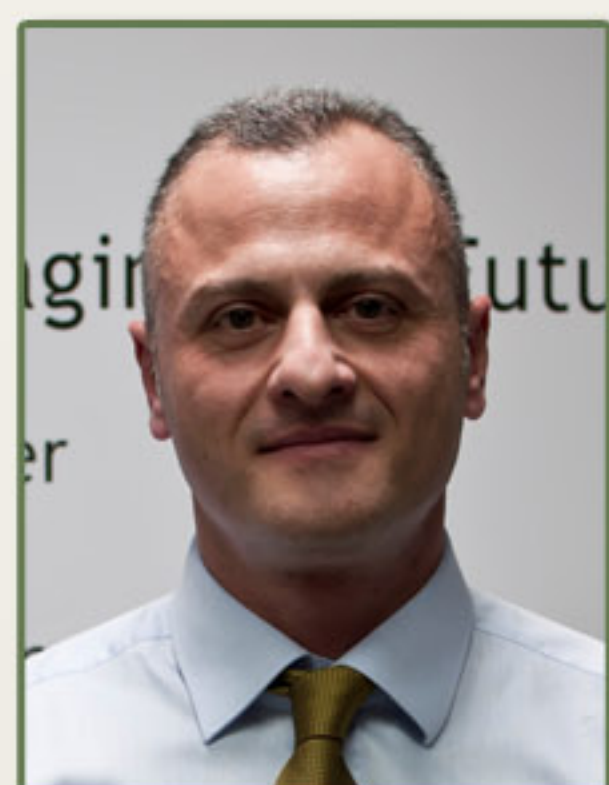


Ormanidou Elpida
Senior Director HR Strategic
Analytics and Budgeting,
Wal-Mart Stores, Inc., U.S.A.



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

Panel I: "Apply Analytics to Improve Business Performance"



Papapanagis Vlassis
Operations Director,
Predicta



Mitropoulos George
Director, Management
Consultants, ICAP



Epidexios George
Project Manager,
SAS Greece & Cyprus



Dr. Kyriakopoulos Kyriakos
Associate Professor of Strategy
& Marketing, ALBA
Coordinator

Panel II: "Best Practices in Business Analytics by Industry Leaders"



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



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



Spyropoulos Jeffrey
CRM Manager,
Vodafone



Matsoukas Christos
Head of BI & Analytics,
EFG Eurolife Insurance



Dr. Siniolakis Constantinos
Director, Consulting, PwC
Coordinator

The forum will take place in English

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