



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

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

Wednesday, May 15th

- 5:30 – 8:00 p.m. **Chicago People Analytics Meetup & TALREOS Reception** (Law School Atrium)
- 6:15 p.m. **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
Richard Rosenow, VP of People Analytics Strateg, OneModel

Thursday, May 16th

- 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, Sr. Manager, People Success Analytics & Insights, Ulta Beauty

The Many Facets of Employee Turnover: What Analytics Can Tell Us

Andrea Derler, Principal of 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

Metrics for Strategy and Risk Planning
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
Rachel Sederberg, Research Manager, Senior Economist, Lightcast
Elizabeth Crofoot, Senior Economist and Principal Research Analyst, 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
Rachel Sederberg, Research Manager, Senior Economist, Lightcast
Elizabeth Crofoot, Senior Economist and Principal Research Analyst, 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 Analytics, Automation, and Manufacturing Excellence Manager, International Paper

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

6:15 **Networking Reception** (TBD)

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, Sr. Manager, People Success Analytics & Insights, 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 **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, OneModel

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

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

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, Chief Learning Officer, Booz Allen

12:30 to 12:50 **Boxed Lunch** (Atrium)

12:50 to 1:40 **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—Thorne Auditorium)

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

Building a Strong Data Foundation for People Analytics
(Group C—Rubloff #180)

Moderator: **Michelle Buckley**, Managing Director, Marketing & Investor Relations, Telsey Consumer Fund

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

1:40

Adjourn

Our 2024 Sponsors

Sustaining sponsor



Sponsors



Confirmed Participants (as of April 25, 2024):

1. **Al Adamsen**, Founder & CEO, PAFOW
2. **Amy Armitage**, Founder and Co-Chair, Nexus Peer Groups
3. **Liz Bailey**, Sr. Manager, People Success Analytics & Insights, Ulta Beauty
4. **Kerya Ball**, HR Data Science Leader, Kroger
5. **Buddy Bengel**, 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
16. **Andrea Derler**, Principal of Research and Value, Visier
17. **Bethany Dohleman**, Director: Organizational Research, AbbVie
18. **Ryan Dullaghan**, Talent Development & Analytics Lead, Joby Aviation
19. **Antony Ebelle**, Talent Insights, Johnson & Johnson
20. **Melissa Feigelson**, Dir Talent Insights, Verisk Analytics
21. **Dave Fineman**, Global Leader, People Analytics and Workforce Planning, PTC
22. **Nicholas Garbis**, VP, People Analytics & Planning, Ford Motor Company
23. **Allison Gerber**, Director, Center for Economic Opportunity, Annie E. Casey Foundation
24. **Adrienne Gilbert**, Principal Inclusion, Diversity & Equity Business Partner, Amazon Web Services
25. **Michele Goldberg**, Strategic Advisor & Consultant, Workforce Reporting Consortium, Northwestern Center on Law, Business, and Economics
26. **Genetha Gray**, Senior Manager Data Analytics, Edward Jones
27. **Justin Grimm**, Senior Manager, HR Technology, Constellation Energy
28. **Mark Hanson**, Vice President of Strategy, Skills & People Analytics, Lightcast
29. **Aniqa Hatem**, Manager, People Data Insights, JetBlue Airways
30. **Jim Hemgen**, Chief Learning Officer, Booz Allen
31. **Gabe Horwitz**, CEO & Founder, eqtble
32. **Bradley Hubbard**, Principal, Hubbard & Hubbard Consulting, LLC
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 Analytics, Automation, and Manufacturing Excellence 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
49. **Cole Napper**, FedEx
50. **Brooke Nyberg**, Program Manager, People Analytics, KeHE
51. **Alex Obenauf**, HR Reporting & Analytics Manager, Constellation Energy
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
55. **Mitch Rosenberg**, Vice President, People Analytics, KKR
56. **Richard Rosenow**, VP of People Analytics Strategy, OneModel
57. **Yustina Saleh**, Managing Director of Innovation Solutions, Burning Glass Institute
58. **Rachel Sederberg**, Research Manager, Senior Economist, Lightcast
59. **Craig Starbuck**, Head of People Analytics, Roku
60. **Amy Stevenson**, Director, People Analytics, HP Inc.
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 April 25, 2024):

66. **Cristian Alvarez**, People Analytics, Planning & Process Manager, Telecom Argentina
67. **Philip Arkcoll**, Founder, Worklytics
68. **Besat Asani**, Product Owner, Mars Veterinary Health
69. **Tony Ashton**, Chief Product Officer, OneModel
70. **Heroína Banushi**, People Analytics Officer, Zurich
71. **Amy Baum**, Manager, Workforce Planning and People Analytics, John Deere
72. **Derek Berube**, People Analytics Lead, McDonald's
73. **Sujit Bhatia**, Workforce Planning Lead, Mondelez International
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, OneModel
77. **Erika Carlson**, Senior Director for Data Strategy, New York Jobs CEO Council
78. **Jesse Clark**, Sr. Manager People Analytics, CSG
79. **Amber Cochrane**, HR Insights and Analytics Manager, McDonalds
80. **Samir Desai**, VP DEI and Talent Strategy, Endeavor Health
81. **Austin Dotto**, Uber Technologies
82. **Chad Douglas**, Sr Data Wrangler & Engineer, John Deere
83. **Guillermo Eaton**, People Analytics Manager, Mondelez International
84. **Jonathan Ferrar**, Chief Executive Officer, Insight222
85. **Joseph Frank**, Director, Executive & Compliance Reporting, Human Resources (People Analytics Director), Washington University in St. Louis
86. **Stacia Garr**, Co-Founder, RedThread Research
87. **Sabina Gebczyk**, Global Director of Talent, OD and DIB&E, Griffith Foods
88. **Shuba Gopal**, Principal, Glean Signals
89. **Alyssa Green**, Senior Consultant and Behavioral Scientist, Lotis Blue Consulting
90. **Stevie Hagle**, Associate Manager, Data & Insights, Stryker
91. **Jordan Hartley**, Sr PL&D Analytics Analyst, Southwest Airlines
92. **Ryan Hastings**, Human Resources Analytics Analyst, Zurich
93. **Jeff Higgins**, CEO, Human Capital Management Institute LLC
94. **Tomeka Hill-Thomas**, Senior Principal, Mercer

95. **Joseph Ifiegbu**, CEO, eqtble
96. **Jon Izenstark**
97. **Caitie Jacobson**, Listening Analytics & Workforce Research Practice Lead, Dell Technologies
98. **Bryce Johnson**, People Analytics Consultant, Mars Veterinary Health
99. **John King**, Partner, Lotis Blue Consulting
100. **Brenda Kowske**, Director, Talent Analytics and Workforce Planning, Boston Scientific
101. **Jonathan Kreindler**, President and Co-founder, Receptiviti
102. **Vivek Kumar**, CEO & Co-Founder, Teamforce AI
103. **Michael Lemberger**, People Analytics Director, Zurich
104. **Kathleen Leonard**, Head of HR Analytics & Workforce Planning, Memorial Sloan Kettering Cancer Center
105. **Amanda Ludwig**, Chief of Staff, People, Guild Education
106. **Perri Ma**, GVP, Global People Analytics, Warner Bros. Discovery
107. **Chis Mason**, VP, HR Tech, Talent & Total Rewards, KeHE
108. **Amit Mohindra**, Head of Data Analytics and Insights, Takeda Pharmaceuticals
109. **Caitlin Moldvay**, Customer Insights Program Manager, Worklytics
110. **Nneka Morris**, Supervisor, People Insights, McDonald's Corporation
111. **Joel Mullis**, AVP, Strategic Workforce Planning and People Insights, USAA
112. **Stephen Newman**, Mgr People Analytics Consulting, Health Care Service Corporation
113. **Kristina Nguyen**, HR Analytics and Insights Manager, McDonald's
114. **Dirk Petersen**, Vice President & Client Managing Director, North America Program, Insight222
115. **Aditya Polumetla**, Head of HR Data and BI, Jones Lang LaSalle (JLL)
116. **Shericka Pringle**, Chief Operating Officer, Northwestern Pritzker School of Law
117. **Arti Pullins**, President and Chief Healthcare Officer, QuestionPro Workforce
118. **Kim Reed**, Director of People Analytics, Lincoln Financial Group
119. **Ryan Reetz**, Mgr, Organizational Research, AbbVie
120. **Daniel Riley**, Sr. People Analytics Manager, CVS Health
121. **Jelicia Ross**, HR Data Science Enablement Lead, Dell Technologies
122. **Peter Rumsey**, Director, Talent Strategy, CapitalOne
123. **Charles Schmitt**, Sr. Mgr. Talent Management & Succession, US Foods
124. **Michael Schnapp**, Director, Human Capital Technology, Analytics, and Operations, KKR
125. **Liz Schuller**, Client Director, Insight222
126. **Lisa Simon**, Chief Economist, Revelio Labs
127. **Cori Sloan**, Mgr People Analytics, CME Group
128. **Aaron Sorensen**, Partner; Head of Business Transformation and Chief Behavioral Scientist, Lotis Blue
129. **Nelson Spencer**, Head of Talent Technology and Analytics, Figma
130. **Matthew Swain**, Assistant Director, Talent Analytics - Research & Modeling, Liberty Mutual Insurance
131. **Jackie Tasker**, Workforce Specialist, QuestionPro Workforce
132. **Joe Tooley**, Sr Analyst, Culture & Engagement, US Foods
133. **Dan Trares**, Sr Director, Global People Analytics, Cargill
134. **Paul Tsagaroulis**, Head of People Science, SurePeople
135. **Ethan Veres**, Co-Founder, eqtble
136. **Yining (Mary) Wang**, Research Data Scientist, AdeptID
137. **Kaitlin Ward**, Senior People Analytics Researcher, Google
138. **Maggie Ward**, Manager, Talent Ops Data & Reporting, Netflix
139. **Lee Webster**, Interim Director, Human Resources, University of Lynchburg
140. **Jin Yan**, Economist, Revelio Labs
141. **Aaron Youngstedt**, Director Talent Analytics, Whirlpool Corporation

142. **Robert Yu**, Analytics Manager, DEI, Kirkland & Ellis LLP
143. **Steve Johnson**, Sr. Manager of HR Analytics, Zebra Technologies

Career Networking Room is located Parrillo Courtroom (Rubloff 155)

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

Additional information, including participant bios, is posted on the event website:
<https://www.law.northwestern.edu/research-faculty/clbe/workforcescience/talent-analytics/>