



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 – 8:30 p.m. **Chicago People Analytics Meetup & TALREOS Reception** (Law School Atrium)

6:15 p.m. ***Reaching Upstream: An Evolution of the People Analytics Function***

Richard Rosenow, VP of People Analytics Strategy, One Model

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

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, 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

Adrianne 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, One Model

 *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-Ebanda, 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, Principal/Director Talent Development, 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 May 3, 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 Benge**, 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, Research and Value, Visier
17. **Bethany Dohleman**, Director: Organizational Research, AbbVie
18. **Ryan Dullaghan**, Talent Development & Analytics Lead, Joby Aviation
19. **Antony Ebelle-Ebanda**, 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. **Adrianne 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**, Principal/Director Talent Development, 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, One Model
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 May 3, 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. **Heroína Banushi**, People Analytics Officer, Zurich
70. **Amy Baum**, Manager, Workforce Planning and People Analytics, John Deere
71. **Derek Berube**, People Analytics Lead, McDonald's
72. **Sujit Bhatia**, Workforce Planning Lead, Mondelez International
73. **Matt Bufalino-Mckinsey**, Workforce Planning & Analytics Business Partner, Medline Industries
74. **Danielle Bushen**, Global Head of People & Culture Data Governance & Stewardship, Sanofi
75. **Chris Butler**, Co-founder and CEO, One Model
76. **Erika Carlson**, Senior Director for Data Strategy, New York Jobs CEO Council
77. **Jin Woo Chang**, Senior Talent Strategy Consultant I, Mercer
78. **Jesse Clark**, Sr. Manager People Analytics, CSG

79. **Amber Cochrane**, HR Insights and Analytics Manager, McDonalds
80. **Ian Cosgrove**, Senior Analyst, People Analytics, Relativity
81. **Samir Desai**, VP DEI and Talent Strategy, Endeavor Health
82. **Austin Dotto**, Uber Technologies
83. **Chad Douglas**, Sr Data Wrangler & Engineer, John Deere
84. **Guillermo Eaton**, People Analytics Manager, Mondelez International
85. **Jonathan Ferrar**, Chief Executive Officer, Insight222
86. **Joseph Frank**, Director, Executive & Compliance Reporting, Human Resources (People Analytics Director), Washington University in St. Louis
87. **Stacia Garr**, Co-Founder, RedThread Research
88. **Sabina Gebczyk**, Global Director of Talent, OD and DIB&E, Griffith Foods
89. **Shuba Gopal**, Principal, Glean Signals
90. **Alyssa Green**, Senior Consultant and Behavioral Scientist, Lotis Blue Consulting
91. **Daisy Grewal**, Senior Manager, People Insights, Intuit
92. **Stevie Hagle**, Associate Manager, Data & Insights, Stryker
93. **Jordan Hartley**, Sr PL&D Analytics Analyst, Southwest Airlines
94. **Ryan Hastings**, Human Resources Analytics Analyst, Zurich
95. **Jeff Higgins**, CEO, Human Capital Management Institute LLC
96. **Tomeka Hill-Thomas**, Senior Principal, Mercer
97. **Joseph Ifiegbu**, CEO, eqtble
98. **Emily Ilic**, Manager, People Analytics & Research, Deloitte
99. **Jon Izenstark**
100. **Caitie Jacobson**, Listening Analytics & Workforce Research Practice Lead, Dell Technologies
101. **Bryce Johnson**, People Analytics Consultant, Mars Veterinary Health
102. **Steve Johnson**, Sr. Manager of HR Analytics, Zebra Technologies
103. **John King**, Partner, Lotis Blue Consulting
104. **Jakub Koziol**, Manager, People Analytics, Relativity
105. **Brenda Kowske**, Director, Talent Analytics and Workforce Planning, Boston Scientific
106. **Jonathan Kreindler**, President and Co-founder, Receptiviti
107. **Vivek Kumar**, CEO & Co-Founder, Teamforce AI
108. **Michael Lemberger**, People Analytics Director, Zurich
109. **Kathleen Leonard**, Head of HR Analytics & Workforce Planning, Memorial Sloan Kettering Cancer Center
110. **Emma Li**, Staff People Analyst, Databricks
111. **Becky Lis**, Workforce Analyst, Conagra Brands
112. **Mariami Lolashvili**, Principal Specialist, Workforce Planning & Strategy
113. **Amanda Ludwig**, Chief of Staff, People, Guild Education
114. **Perri Ma**, GVP, Global People Analytics, Warner Bros. Discovery
115. **Smaran Mandala**, People Analytics Manager, GoodRx
116. **Chis Mason**, VP, HR Tech, Talent & Total Rewards, KeHE
117. **Amit Mohindra**, Head of Data Analytics and Insights, Takeda Pharmaceuticals
118. **Caitlin Moldvay**, Customer Insights Program Manager, Worklytics
119. **Nneka Morris**, Supervisor, People Insights, McDonald's Corporation
120. **Joel Mullis**, AVP, Strategic Workforce Planning and People Insights, USAA
121. **Stephen Newman**, Mgr People Analytics Consulting, Health Care Service Corporation
122. **Kristina Nguyen**, HR Analytics and Insights Manager, McDonald's
123. **Michaun Parayno**, Talent Intelligence Manager, Conagra Brands
124. **Dirk Petersen**, Vice President & Client Managing Director, North America Program, Insight222
125. **Aditya Polumetla**, Head of HR Data and BI, Jones Lang LaSalle (JLL)
126. **Shericka Pringle**, Chief Operating Officer, Northwestern Pritzker School of Law

- 127. **Arti Pullins**, President and Chief Healthcare Officer, QuestionPro Workforce
- 128. **Kim Reed**, Director of People Analytics, Lincoln Financial Group
- 129. **Ryan Reetz**, Mgr, Organizational Research, AbbVie
- 130. **Daniel Riley**, Sr. People Analytics Manager, CVS Health
- 131. **Aaron Rodriguez**, Head of People Analytics, HR Tech, and Total Rewards, LineVision Inc
- 132. **Jelicia Ross**, HR Data Science Enablement Lead, Dell Technologies
- 133. **Peter Rumsey**, Director, Talent Strategy, CapitalOne
- 134. **Charles Schmitt**, Sr. Mgr. Talent Management & Succession, US Foods
- 135. **Michael Schnapp**, Director, Human Capital Technology, Analytics, and Operations, KKR
- 136. **Liz Schuller**, Client Director, Insight222
- 137. **Lisa Simon**, Chief Economist, Revelio Labs
- 138. **Cori Sloan**, Mgr People Analytics, CME Group
- 139. **Aaron Sorensen**, Partner; Head of Business Transformation and Chief Behavioral Scientist, Lotis Blue
- 140. **Nelson Spencer**, Head of Talent Technology and Analytics, Figma
- 141. **Andy Styx**, People Analytics Solutions Lead, General Motors
- 142. **Matthew Swain**, Assistant Director, Talent Analytics - Research & Modeling, Liberty Mutual Insurance
- 143. **Maciej Sztando**, Compensation Analytics Manager, Relativity
- 144. **Jackie Tasker**, Workforce Specialist, QuestionPro Workforce
- 145. **Joe Tooley**, Sr Analyst, Culture & Engagement, US Foods
- 146. **Dan Trares**, Sr Director, Global People Analytics, Cargill
- 147. **Paul Tsagaroulis**, Head of People Science, SurePeople
- 148. **Ethan Veres**, Co-Founder, eqtble
- 149. **Yining (Mary) Wang**, Research Data Scientist, AdeptID
- 150. **Kaitlin Ward**, Senior People Analytics Researcher, Google
- 151. **Maggie Ward**, Manager, Talent Ops Data & Reporting, Netflix
- 152. **Lee Webster**, Interim Director, Human Resources, University of Lynchburg
- 153. **Brian Wiemhoff**, Global Talent Analytics Leader, WTW
- 154. **Jin Yan**, Economist, Revelio Labs
- 155. **Aaron Youngstedt**, Director Talent Analytics, Whirlpool Corporation
- 156. **Robert Yu**, Analytics Manager, DEI, Kirkland & Ellis LLP

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/>

--