Northwestern
CENTER ON LAW, BUSINESS, AND ECONOMICS

Talent Analytics Leadership Roundtable & Economic Opportunity Summit

TALREOS 2023

Ninth Annual Northwestern
Talent Analytics Leadership Roundtable &
Economic Opportunity Summit

Thursday, May 18, 2023 — Friday, May 19, 2023

Northwestern Pritzker School of Law
Wieboldt Hall Room #147
339 E. Chicago Avenue, Chicago, IL 60611

Thursday, May 18th

8:30 a.m. **Registration Check-in and Continental Breakfast** (1st floor of Wieboldt Hall)

10:00 to 10:05 **Welcome and Introductions** (Wieboldt Hall #147)

Deborah M. Weiss, Director, Workforce Science Project, Northwestern Center on Law, Business, and Economics, Northwestern Pritzker School of Law

10:05 to 10:55 **TALREOS CHRO Summit 2023**

Moderator: Allison Gerber, Director, Employment, Education and Training, The Annie E. Casey Foundation

Dean Carter, Chief People and Purpose Officer, Guild Education

Lorraine Goffe, Vice President for Human Resources and Chief Human Resources Officer, Northwestern University

10:55 to 11:10 **Networking Break**

11:10 to 12:40   **Session One — Leveraging Analytics to Drive Employee Experience**
                      (15 minutes per presentation, followed by 30 minutes of moderated audience Q&A)

                      Moderator: Richard Rosenow, Vice President of People Analytics Strategy, OneModel

                            Reducing Friction in the Return to Office
                            Catherine Coppinger, Head of Customer Insights, Worklytics

                            Asking Different Questions: How Hybrid and Remote Work Open New Opportunities for Analytics
                            Jennifer Kurkoski, Director, People Analytics, Google

                            Adapting to External Dynamics: Optimizing Your Employee Experience Strategy
                            Sanja Licina, President, QuestionPro Workforce

                            Exploring the End-to-End Employee Experience through Effective Listening
                            Stephanie Murphy, Adjunct Faculty at University of Texas at Austin; Former Head of People Insights at Dell Technologies

12:40 to 1:40   **Lunch** (Law School Atrium – 375 E. Chicago Avenue)

1:40 to 3:10   **Session Two — Communicating with Stakeholders**
                      (15 minutes per presentation, followed by 30 minutes of moderated audience Q&A)

                      Moderator: Dave Fineman, Global Leader, People Analytics and Workforce Planning, PTC

                            Using People Analytics to Improve External Disclosure
                            Bethany Dohleman, Director: Organizational Research, AbbVie
                            Genetha Gray, Sr Manager Data Analytics, Edward Jones
                            Amy Stevenson, Director, People Analytics, HP Inc.

                            Stakeholder Considerations for Productizing People Analytics
                            Ian O'Keefe, Director, Head of Talent Science and Analytics, Amazon

                            Educating Partners on Data Privacy and Governance
                            Brandy Parker, Senior Director of People Analytics, The Coca-Cola Company

3:10 to 3:30   **Networking Break** (Wieboldt Hall #147)

| 3:30 to 5:00 | **Session Three — The Power of Skills Data**
(15 minutes per presentation, followed by 30 minutes of moderated audience Q&A)

Moderator: Brian Wiemhoff, Director, People Analytics, Willis Towers Watson (WTW)

Gaining 'Outside-In' Perspective with Skills-Centric Labor Market Data
Kevin Erikson, Global Head of Talent Insights, Novartis Pharmaceuticals

Empowering Talent: Developing Workforce Skills and Enabling Career Development
Bradley Hubbard, Employee Experience & Strategies Executive

Who, What, Where, and How: Labor Force Strategies to Fill the Gap
Rachel Sederberg, Senior Economist, Lightcast
Elizabeth Crofoot, Senior Economist, Lightcast

Skills Assessment and Tracking
Aaron Youngstedt, Director Talent Analytics, Whirlpool Corporation |

| 5:00 to 5:10 | ***Move to Breakout Rooms*** |

| 5:10 to 6:00 | **Peer Collaboration Break-Out Sessions**

- **<u>Using Data to Build Diverse and Equitable Workplaces</u>** *(Wieboldt Hall #147)*

  Facilitator: Michele Goldberg, Former Head of People Analytics

  Hidden Workers
  Rachel Sederberg, Senior Economist, Lightcast
  Elizabeth Crofoot, Senior Economist, Lightcast

  Balancing Internal and External Pipelines for Diversity, Equity, and Inclusion
  Adrianne Gilbert, Principal Inclusion, Diversity & Equity Business Partner, Amazon Web Services

  DEI Data Challenges:Self Disclosure of Veteran Status, Disability, SOGI and Race
  Justin Grimm, Senior Manager, HR Solutions Technology, Constellation
  Alex Obenauf, HR Reporting & Analytics Manager, Constellation

- **<u>Data Democratization</u>** *(Wieboldt Hall #305)*

  Facilitator: Kerya Ball, HR Data Science Leader, Kroger

  Is Power BI the Future of Self-Service People Analytics?
  Michael Moon, Director, People Intelligence, Viasat Inc.

  Enabling Self Serve Data with HR Business Populations
  Besat Asani, Senior Mgr People Analytics, KeHE Distributors |

Chris Mason, VP, HR Tech, Talent & Total Rewards, KeHE Distributors
Brooke Nyberg, Program Manager, People Analytics, KeHe Distributors

Why's of Metrics
Susan Biancani, Director, Talent Analytics, Netflix

- **Data and Metrics** *(Wieboldt Hall #307)*

  Facilitator: Al Adamsen, Founder & CEO, PAFOW

  Tying Insights from People Analytics to Key Business Metrics
  Caitie Jacobson, Behavioral Science Consultant, Dell Technologies

  The Automation of ESG and other External Reporting Metrics to Increase Efficiency, Accuracy, and Repeatability
  James Lane, Manager, Workforce Intelligence, Raytheon Technologies

  Illuminating Data Source Gaps: Leveraging Question Drivers
  Bruce Medler, HR Analytics, Automation, and Manufacturing Excellence Manager, International Paper

- **Talent Management** *(Wieboldt Hall #309)*

  Facilitator: **Holly Lam**, Senior Director, Supply Chain Field Support, US Foods

  Strategic Workforce Planning
  Michael Lemberger, People Analytics Manager, Zurich Insurance

  Team Effectiveness
  Buddy Benge, Head of Human Capital Insights, Edward Jones

  Turnover
  Sam Orelove, Director, Talent Analytics, Grainger

  Integrating External and internal Labor Market Data
  Ben Zweig, CEO, Revelio Labs

6:00   **Networking Reception** (Wieboldt Hall #440)

  Directionally Correct, A People Analytics Podcast (Concurrent Podcast Recording)
  Cole Napper, VP, People Analytics, Orgnostic (Co-Host)
  Scott Hines, Sr. Research Scientist, Amazon Web Services (Co-Host)

  Nicholas Bremner, Senior Manager, People Decision Science, Uber (Guest)

7:00   **Networking Dinner** (Wieboldt Hall #540)

Friday, May 19th

7:30 a.m.   **Breakfast** (Wieboldt Hall #540)

8:30 to 10:00   **Session Four — Creating a Culture of Data-Driven DEI** (Wieboldt Hall #147)
(15 minutes per presentation, followed by 30 minutes of moderated audience Q&A)

Moderator: Chris Broderick, Sr. Partner, Global Advisory, RADICL

Self ID: Getting Organizational Buy-In to Move from Data Collection to Data Insights
Gayatri Agnew, Senior Director and Head of Accessibility Center of Excellence, Walmart

Alternative Approaches to Investigating Potential Hiring Bias
Zachary Rosch, Manager People Analytics, The Farmer's Dog

Advanced Statistics for Diversity
Michael Schnapp, Director, HC Technology, Analytics, and Operations, KKR

Understanding Connections, Collaboration, and Inclusion: Actionable Insights from Organizational Network Analyses Using Passive Data
Michael Baum, Principal, Product Management and Customer Outreach M365 Data, Microsoft Corporation
Aaron Sorensen, Partner; Head of Business Transformation and Chief Behavioral Scientist, Lotis Blue Consulting

10:00 to 10:20   **Networking Break** (Wieboldt Hall #147)

10:20 to 11:50   **Session Five — Elevating People Analytics: Strategies for Success**
(15 minutes per presentation, followed by 30 minutes of moderated audience Q&A)

Moderator: Mark Hanson, Vice President of Strategy, Skills & People Analytics, Lightcast

Measuring the Value of People Analytics
Nicholas Garbis, VP, People Analytics & Workforce Planning, Ford Motor Company

The Three Cities Problem in People Analytics
Cole Napper, VP, People Analytics, Orgnostic

The Product Mindset: Ensuring that People Analytics Meets Business Needs
Andy Styx, Solutions Lead, General Motors

Turning People Analytics Into Action
Ray Yang, VP, Manager of Talent Analytics, Liberty Mutual Insurance

11:50 to 12:40	**Lunch** (WB #540)
12:40 to 2:10	**Session Six — Using Advanced Analytics to Build High-Performance Teams** *(15 minutes per presentation, followed by 30 minutes of moderated audience Q&A)*

Moderator: Al Adamsen, Founder & CEO, PAFOW

Achieving Actionable Insights from Organizational Network Analysis
Wendy Hirsch, VP HR Technology, Analytics, & Services, Eaton

Connecting the Dots: Using Psychometric Network Analysis to Explore Exit Surveys
Nicole Lettich, Director, People Analytics & Insights, Nasdaq

Using AI for Hiring and Talent Management
Guru Sethupathy, Affiliate, Learning Collider

Beyond Hiring: Evolving the Reach of Psychometrics
Paul Tsagaroulis, Chief Science Officer, SurePeople

2:10   **Adjourn**

Career Networking Room is located in Wieboldt Hall Room #105
(Located near Chicago Avenue entrance)

"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/

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Confirmed Speakers (as of 5/17/2023):

1. **Al Adamsen**, Founder & CEO, PAFOW
2. **Gayatri Agnew**, Senior Director and Head of Accessibility Center of Excellence, Walmart
3. **Besat Asani**, Senior Mgr People Analytics, KeHE Distributors
4. **Kerya Ball**, HR Data Science Leader, Kroger
5. **Michael Baum**, Principal, Product Management and Customer Outreach M365 Data, Microsoft Corporation
6. **Buddy Benge**, Head of Human Capital Insights, Edward Jones
7. **Susan Biancani**, Director, Talent Analytics, Netflix
8. **Nicholas Bremner**, Senior Manager, People Decision Science, Uber
9. **Chris Broderick**, Sr. Partner, Global Advisory, RADICL
10. **Dean Carter**, Chief People and Purpose Officer, Guild Education
11. **Catherine Coppinger**, Head of Customer Insights, Worklytics
12. **Elizabeth Crofoot**, Senior Economist, Lightcast
13. **Bethany Dohleman**, Director: Organizational Research, AbbVie
14. **Kevin Erikson**, Global Head of Talent Insights, Novartis Pharmaceuticals
15. **Dave Fineman**, Global Leader, People Analytics and Workforce Planning, PTC
16. **Nicholas Garbis**, VP, People Analytics & Workforce Planning, Ford Motor Company
17. **Allison Gerber**, Director, Employment, Education and Training, The Annie E. Casey Foundation
18. **Adrianne Gilbert**, Principal Inclusion, Diversity & Equity Business Partner, Amazon Web Services
19. **Lorraine Goffe**, Vice President for Human Resources and Chief Human Resources Officer, Northwestern University
20. **Genetha Gray**, Sr Manager Data Analytics, Edward Jones
21. **Justin Grimm**, Senior Manager, HR Solutions Technology, Constellation
22. **Mark Hanson**, Vice President of Strategy, Skills & People Analytics, Lightcast
23. **Scott Hines**, Sr. Research Scientist (AWS), Amazon
24. **Wendy Hirsch**, VP HR Technology, Analytics, & Services, Eaton
25. **Bradley Hubbard**, Employee Experience & Strategies Executive
26. **Caitie Jacobson**, Behavioral Science Consultant, Dell Technologies
27. **Jennifer Kurkoski**, Director, People Analytics, Google
28. **James Lane**, Manager, Workforce Intelligence, Raytheon Technologies
29. **Michael Lemberger**, People Analytics Manager, Zurich Insurance
30. **Nicole Lettich**, Director, People Analytics & Insights, Nasdaq
31. **Sanja Licina**, President, QuestionPro Workforce
32. **Chris Mason**, VP, HR Tech, Talent & Total Rewards, KeHE Distributors
33. **Bruce Medler**, HR Analytics, Automation, and Manufacturing Excellence Manager, International Paper
34. **Michael Moon**, Director, People Intelligence, Viasat Inc.
35. **Stephanie Murphy**, Adjunct Faculty at University of Texas at Austin; Former Head of People Insights at Dell Technologies
36. **Cole Napper**, VP, People Analytics, Orgnostic
37. **Brooke Nyberg**, Program Manager, People Analytics, KeHe Distributors
38. **Alex Obenauf**, HR Reporting & Analytics Manager, Constellation
39. **Ian O'Keefe**, Director, Head of Talent Science and Analytics, Amazon

40. **Sam Orelove**, Director, Talent Analytics, Grainger
41. **Brandy Parker**, Senior Director of People Analytics, The Coca-Cola Company
42. **Zachary Rosch**, Manager People Analytics, The Farmer's Dog
43. **Richard Rosenow**, Vice President of People Analytics Strategy, OneModel
44. **Michael Schnapp**, Director, HC Technology, Analytics, and Operations, KKR
45. **Rachel Sederberg**, Senior Economist, Lightcast
46. **Guru Sethupathy**, Affiliate, Learning Collider
47. **Aaron Sorensen**, Partner; Head of Business Transformation and Chief Behavioral Scientist, Lotis Blue Consulting
48. **Amy Stevenson**, Director, People Analytics, HP Inc.
49. **Andy Styx**, Solutions Lead, General Motors
50. **Paul Tsagaroulis**, Chief Science Officer, SurePeople
51. **Deborah Weiss**, Director, Workforce Science Project, Northwestern Center on Law, Business, and Economics Northwestern Pritzker School of Law
52. **Brian Wiemhoff**, Director, People Analytics, Willis Towers Watson (WTW)
53. **Ray Yang**, VP, Manager of Talent Analytics, Liberty Mutual Insurance
54. **Aaron Youngstedt**, Director Talent Analytics, Whirlpool Corporation
55. **Ben Zweig**, CEO, Revelio Labs

Confirmed Attendees (as of 5/17/2023):

56. **Cristian Alvarez**, People Analytics Manager, Analytics and Development
57. **Matthew Albucher**, Analyst, GSA
58. **Luka Babic**, CEO, Orgnostic
59. **Liz Bailey**, Sr. Manager, People Analytics and Insights, Ulta Beauty
60. **Amy Baum**, Manager, Workforce Planning and Data Analytics, John Deere
61. **Emily Beliveau**, Account Executive, Revelio Labs
62. **Steven Bentz**, Talent Management & People Analytics Manager, Land O'Lakes
63. **Ashley Buckner**, Senior People Insights Analyst, Guild Education
64. **Douglas Camp**, HR Director, International Paper
65. **Anand Chandarana**, Director of People Analytics, AmerisourceBergen
66. **Adam Chez**, Co-Founder and Managing Partner, Charis Capital
67. **Young Choi**, Mgr, Talent Analytics, Grainger
68. **Jesse Clark**, Sr Manager People Analytics, CSGI
69. **Samir Desai**, VP DE&I and Talent Strategy, NorthShore Health
70. **Fredrick 'Andy' Eichler**, Sr Manager of HR People Analytics, NorthShore Edward Elmhurst Healthcare
71. **Melissa Feigelson**, Dir Talent Insights, Verisk
72. **Benjamin Friedrich**, Associate Professor of Strategy, Kellogg School of Management, Northwestern University
73. **Elliott Garms**, CEO, humanpredictions
74. **Emilie George**, Sr. Director, Data Science - Research and Modeling, Talent Analytics, Liberty Mutual Insurance
75. **John Gibbons**, CEO, Naomi
76. **Caitlin Gillespie**, Head of Workforce Analytics, Reyes Holdings
77. **Michele Goldberg**, Former Head of People Analytics

78. **Kim Harner**, Sr. Director Compensation & People Analytics, KeHE Distributors
79. **Jordan Hartley**, Sr Analyst, People, Learning, & Development, Southwest Airlines
80. **Aniqa Hatem**, Senior Analyst, People Data Insights, JetBlue Airways
81. **Tomeka Hill-Thomas**, Senior Principal, Mercer
82. **Hummad Hussain**, Senior Director, HR Digital Transformation, Thomson Reuters
83. **Jon Izenstark**, Head, WW HR Solutions, AWS
84. **Bryce Johnson**, People Analytics Consultant, Mars Veterinary Health
85. **Kelsey Jones**, Manager, People Analytics, Allstate
86. **Sonali Kumar**, TA Reporting
87. **Steve Johnson**, Sr. Manager of HR Analytics
88. **Jessica Keegan**, Chief of Staff, Sr. Dir of Innovation & Insights, Guild Education
89. **Samantha King**, Sr. HR Data Analyst, Archer Daniels Midland
90. **Ramona Kudla**, Director, HR Gobal Reporting and Analytics, Cummins, Inc.
91. **Holly Lam**, Senior Director, Supply Chain Field Support, US Foods
92. **Kathleen Leonard**, Head of HR Analytics & Workforce Planning, MSKCC
93. **Dan Lezotte**, Partner, Workforce Strategy & Analytics, Mercer
94. **Jack Liu**, Director, US People Insights, McDonald's Corporation
95. **Asiyat Magomaeva**, Action Potential
96. **Meta McKinney**, Global Head Talent Intelligence, NVIDIA
97. **Courtney McMahon**, Head of Global People Analytics, Colgate-Palmolive
98. **Harish Narang**, Director, Walmart
99. **Stephen Newman**, Mgr Analytics Consulting, Health Care Service   Corporation
100.   **Casey North**, People Analytics Partner, Block Inc.
101.   **Ken Oehler**, Senior Partner, RADICL
102.   **Amit Prachand**, Associate Vice President Information and Analytics, Northwestern University
103.   **Shericka Pringle**, Chief Operating Officers, Northwestern Pritzker School of Law
104.   **Arti Pullins**, President and Chief Healthcare Officer, QuestionPro Workforce
105.   **Jason Radziszewski**, DEI & Onboarding Data Analyst, John Deere
106.   **Dan Riley**, Co-Founder, RADICL
107.   **Rachel Royal**, Global Director of People Analytics, Ford Motor Company
108.   **Peter Rumsey**, Principal, Analytics Integration – Talent, Nike
109.   **Juliana Schaefer**, Head of Global HR Data & Analytics, Archer Daniels Midland
110.   **Liz Schuller**, Director, People Analytics Program, Insight222
111.   **Tammy Seibert**, Organization Effectiveness Consultant, The Seibert Coach Group
112.   **Mark Shuster**, Manager, People Analytics, Arthur J. Gallagher & Co.
113.   **John Slifka**, Senior Manager - Selection & Assessment, United Airlines
114.   **Matt Swain**, Assistant Director, Talent Analytics, Liberty Mutual Insurance
115.   **Justin Taylor**, Sr. Director – People Analytics & Insights, AmerisourceBergen
116.   **Michael Toryfter**, Director, HR Analytics, Johnson Controls
117.   **Philipp Trubjansky**, Head of People Analytics & HR Data Office, Vitesco Technologies

118. **Neil Vyner**, People Insights & Analytics, Worklytics
119. **Tina West**, Compensation, Benefits, HR Systems Lead, Joby Aviation
120. **Adeola Yusuf**, Senior Manager, Data Analytics, Total Rewards, Walmart Inc.