

2016 – Behavioral Operations in the Services Industries



POMS College of Behavioral Operations Mini-Conference

May 5th All Sessions to be held in the Lake Buena Vista Hilton (Room TBD)

AGENDA

8:30	Registration opens
9:30+	Coffee Service
10:00-10:15	Welcoming remarks
10:15-10:45	Jim Stikeleather (Dell) “Innovation as a Systemic Process”
10:45-11:30	Elena Katok (UT Dallas) “Coordination in Project Management”
11:30-12:15	Panel Discussion “Complications in Modern Healthcare” <ul style="list-style-type: none">• Moderator: Anita Tucker (Brandies U)• Panelist 1: Janene Culumber (H. Lee Moffitt Cancer & Research Center)• Panelist 2: Elizabeth E. Kerns (Lakeland Regional Health)• Panelist 3: Scott Hopes (CliniLinc, Inc.)
12:15-1:30	Lunch
1:30-2:15	Rob Hammond (Syniverse Technologies) “Survey of Mobile Engagement and Personalization”
2:15-2:30	Coffee Break
2:30-3:15	Enno Siemsen (University of Wisconsin-Madison) “Demand Forecasting for Managers”
3:15-4:00	Panel Discussion “Behavior in Hospitality and Entertainment” <ul style="list-style-type: none">• Moderator: Sriram Narayanan (MSU)• Panelist 1: Stephen E. Garrett (Entos Consulting)• Panelist 2: Bernie Bullard (Bullard Marketing)
4:00-4:15	Closing remarks
	Evening Reception

Innovation as a Systemic Process – 10:15-10:45



Jim Stikeleather, Dell

Jim is a serial entrepreneur, author, columnist, speaker, as well as a senior information technology executive and business strategist for large international companies -- and holds two patents. As chief innovation officer for Dell, his primary focus is on the development of systemic processes for innovation. His current interest is on the application of complex adaptive systems theory to economics, business decision making, business model development, future organization, operating and management models. He has won industry awards for information systems development and one startup ranked No. 36 on the Inc. 500 roster. A thought leader, Stikeleather regularly blogs for Harvard Business Review and the Management Innovation Exchange. He has guest lectured at universities worldwide, including MIT, NCSU, Trinity College (Dublin), the University of Tampa, the University of Petroleum and Mining (Saudi Arabia), Bahrain Institute of Banking and Finance, Universite de Mons-Hainaut (Belgium), Facultes Universitaires Notre-Dame de la Pax (Belgium).

Coordination in Project Management- 10:45-11:30



Elena Katok, Professor of Operations Management, Ashbel Smith Professor, UT Dallas

Dr. Katok is a pioneer in the growing field of behavioral operations management, which examines the way human behavior affects operations management practices, such as production planning and inventory management. Her research has been published in top business and economics journals, including Management Science, Manufacturing and Service Operations Management, and Production and Operations Management. She is currently a senior editor and the incoming department editor for Behavioral Operations for Production and Operations Management. The National Science Foundation and the Department of Defense are among the organizations that have supported her research.

Complications in Modern Healthcare (Panel) – 11:30-12:15



Janene Culumber, H. Lee Moffitt Cancer & Research Center

Janene serves as a Board of Trustees member for the Leukemia and Lymphoma Society, Suncoast Chapter and is a member of the USF Federal Credit Union Supervisory Committee. Culumber previously served as senior vice president and chief financial officer for H. Lee Moffitt Cancer Center and Research Institute, Inc. She worked at Moffitt for 12 years, providing strategic and fiscal leadership to the organization. She was awarded Moffitt's "Award of Excellence" in 2004. Prior to joining Moffitt, Culumber was a senior manager in the audit practice of KPMG, LLP.



Elizabeth E. Kerns, Lakeland Regional Health

Elizabeth is an information technology leader with more than 25 years of extensive multi-industry experience, specializing in IT Management, Governance, Planning, Portfolio and Project Management and Process Control. Master's Degree and multiple certifications: PMP, ITIL, CPHIMS, Lean Six Sigma. She currently serves as Senior Vice President and Chief Information Officer for Lakeland Regional Health-Florida



Scott Hopes, CliniLinc, Inc.

Scott is chairman and chief executive officer of CliniLinc, a health and medical information services and technology firm with offices in Miami, Fla. and Dublin, Ireland. Hopes has been a healthcare executive and consultant for nearly 30 years, working with major corporations, hospitals, governments, pharmaceutical companies, health insurers and providers in the areas of health policy and planning, finance, management, epidemiology and disease management, correctional health and public health. Hopes began his healthcare administration career in the 1980s at Tampa General Hospital. Later, as director of health policy for the Agency for Health Care Administration during Gov. Jeb Bush's administration, Hopes was responsible for the oversight, development and implementation of policy, research and legislation for the State of Florida.

Survey of mobile engagement and personalization – 1:30-2:15



Rob Hammond, Syniverse Technologies

Rob leads a global team of product managers at Syniverse Technologies, a global cloud services firm based in Tampa, Fla. He is the senior product management director for the company's Enterprise Mobility Services group, with personnel in Europe, Asia, India, and America. He is responsible for the unit's profit and loss and handles the group's market definition, product strategy, product development, pricing, and product distribution functions. He is the primary spokesperson for Syniverse enterprise products and works with mainstream analysts from firms such as Gartner and Forrester. Hammond's career in the technical industry includes work with Microsoft, Sprint, Motorola, and General Dynamics. He held increasingly responsible positions in engineering, sales, and product development.

Demand Forecasting for Managers – 2:30-3:15



Enno Siemsen, Professor of Operations and Information Management, U. Wisconsin-Madison

Professor Siemsen's expertise is in the fields of forecasting, operations strategy, product development, and project management. Siemsen is a member of the Institute for Operations Research and the Management Sciences as well as the Production and Operations Management Society. Siemsen has been published in leading outlets such as Management Science, Organization Science, Journal of Operations Management, Strategic Management Journal and Manufacturing & Service Operations Management. He currently serves as a department editor for the Production and Operations Management Journal and as an associate editor for the Journal of Operations Management and Decision Sciences.

Behavior in Hospitality and Entertainment – 3:15-4:00



Stephen E. Garrett, Entos Consulting International

Stephen is a consultant and management sciences professional with years of experience building marketing and operational models for firms like IHG and Mars. His experience spans a range of industries, from hospitality and consumer goods to public utilities and heavy equipment manufacturing, with more recent experience in the not-for-profit sector. His work includes three years in support of a global hospitality brand, and five years based in Europe supporting operations of a consumer goods firm. Fluent in French and German, and proficient in Italian, Stephen has been an invited speaker at university and executive seminars in North America and Europe.

Bernie Bullard, Bullard Marketing



Senior level Marketing executive with more than 30 years of international and domestic theme park and resort experience. Bernie has a broad range of expertise in the planning, development and execution of strategic Marketing & Sales programs for theme parks and resort properties to include brand management and synergy programs. He is strategically proficient in Advertising, Promotions, Publicity, Sales, Travel Industry, Hotel Sales, Special Events, Digital Media, Attraction openings and Creative Development. He is an accomplished executive in formulating rapid multiple faceted Marketing/Sales programs that adapt to changing market situations; plus aligning marketing initiatives with corporate and/or investment strategies. In 1982, Bernie was head of Walt Disney World Advertising and a core team member responsible for the grand opening of Walt Disney World EPCOT park. As Vice President of Marketing, Japan, Bernie directed strategic Marketing & Sales plans along with the roll out of Tokyo Disney Resort and the 2001 grand opening of Disney's second Japan park, Tokyo DisneySea. During this time, Tokyo Disneyland set record breaking single-park attendance among all worldwide Disney parks.