

# Business Intelligence

University of Cincinnati, College of Business & LUCRUM, Inc.

## Symposium

**December 13, 2011**

**7:30AM – 1:00PM**

University of Cincinnati  
Carl H. Lindner, College of Business  
112 Lindner Hall  
Cincinnati, Ohio 45211

### SPEAKERS

#### Drew Boyd

Executive Director, MS-Marketing Program and Assistant Professor of Marketing and Innovation, Carl H. Lindner College of Business, University of Cincinnati

#### Ginny Walker

Chief Enterprise Architect, GE Aviation

#### Jim Goetz

Chief Information Officer, Convergys

#### Mike Cholak

Vice President, Customer Intelligence Services, Convergys

## The New World of Technology

### *Innovative Analytics*



Technology makes large amounts of data accessible more than ever; yet this data would be useless without the ability to manipulate and analyze it. Analytics enables deeper insight into various data sources by transforming that data into meaningful information.

For IT, innovative analytics is about a platform for delivering information to the business. For business users, it means analyzing that information to make critical, timely, and informed business decisions.

This Business Intelligence Symposium provides a platform to learn. Join us for this informative event. We are looking forward to sharing ideas, stories, and best practices allowing you to network with your peers and colleagues.

**REGISTER NOW**

For more information, visit [www.lucruminc.com](http://www.lucruminc.com)



*making data meaningful*