

2016 Guest Lecture Series "DATA SCIENCE & MARKETING"

TITLE:

Demystifying the role of data science for marketing:
What do you actually do in the sexiest Job of the 21st Century?

SCHEDULE AND GUEST SPEAKERS:

20.09.2016	die Mobiliar José Iria, Smart Analytics Service Center , and Stefan Mau, Mobiliar Lab for Analytics
27.09.2016	Boston Consulting Group Jürgen Rogg, Partner, and Nicolas Casanovas, Project Leader
04.10.2016	Net-a-Porter Timo Kunz, Data Scientist
11.10.2016	Teralytics Maximilian Groth, Business Development, and Fabian Böhnlein, Data Scientist
18.10.2016	UBS Dr. Daniel Rüeegg, Head Client Analytics
25.10.2016	IBM Romeo Kienzler, Chief Data Scientist Watson IoT
01.11.2016	SWISS Kai Hannwacker, Head of Customer Data Development
08.11.2016	Swisscom Dr. Michal Piorkowski and Dr. Iris Kornacker
15.11.2016	McKinsey & Company Holger Hürtgen, Junior Partner
22.11.2016	NZZ Markus Barmettler, Head of Data Analytics & Market Research

LOCATION AND TIME:

University of Zurich, Rämistrasse 71, 8006 Zurich
Tuesdays, 16:30 - 18:00, KOL-F-109