### Track 1: Alternative Data

**3rd Floor Grand Ballroom**

#### 8:30AM – 9:00AM
Healthcare Panel: Leveraging data to predict outcomes  
- m: Anthony Petrone, Healthcare Analyst - Medical Supplies & Devices – Jefferies  
- Paul Nemirovsky, PhD, CEO – dMetrics  
- Victoria Chen, Senior Account Executive – GlobalData Healthcare

#### 9:00AM – 9:15AM
The Case for a Data Delivery and Operations Utility  
- Philip Brittan, CEO – CRUX Informatics

#### 9:15AM – 9:30AM
BOOM. Combining Alt Data with Fundamental data to generate signals  
- m: Tim Harrington, CEO – BattleFin  
- Mahesh Narayan, Head of Portfolio Management and Research – Refinitiv  
- Austin Burkett, Head of Quant & Feeds – Refinitiv

#### 9:30AM – 9:50AM
Internet and Technology sector data signals on AAPL, AMZN, GOOG, FB and …  
- m: Alexander Giaimo, VP Associate – Jefferies  
- John Wiorsa, COO – ktMINE  
- Ryan Schreiber, VP Financial Services – Vertical Knowledge

#### 9:50AM – 10:10AM
Data Compliance & Privacy Panel: Insight vs Inside information  
- m: Peter Greene, Vice Chair, Investment Management – Lowenstein Sandler LLP  
- Nikita Pillai, Alternative Data Strategy @ CPP Investment Board – CPPIB  
- David Gelines, Director, Product Management, Quant & Feeds – Refinitiv

#### 10:10AM – 10:50AM
BREAK

### Track 2: Corporate

**3rd Floor Centennial Foyer**

#### 8:30AM – 9:00AM
How corporations can use alt data for competitive intelligence and other signals. Data or Die.  
- m: Rob Martinez, CRO – BattleFin  
- Jeff Schmidt, Founder and CEO – DataPulse  
- J.T. Levin, Commercial Director – Enigma  
- Justin Zhen, Co-Founder – Thinknum

#### 9:00AM – 9:15AM
How are investors using alternative data to analyze your companies.  
- Rayne Gaisford, Head of Data Strategy and Equity Research – Jefferies

#### 9:15AM – 9:30 AM
Using alternative data to find more meaningful cohorts?  
- J.T. Levin, Commercial Director – Enigma

#### 9:30AM – 9:50AM
Using alt data to understand the lifetime value of a customer  
- Kyle Billings, Head of Corporate Information Systems – M Science LLC

#### 9:50AM – 10:10AM
How Companies Use Alternative Data to Drive Their Business: A strategic and tactical dive into the Food Delivery Space  
- John Nathenson, SVP, Strategic Data Solutions and Sales – EdisonTrends

#### 10:05AM – 10:45AM
BREAK

#### 10:45AM – 11:05AM
Using reliable alternative data to understand supply chain risk even down to inter-day data  
- m: Rob Martinez, CRO – BattleFin  
- Andrew Ulmer, VP of Business Development – Capella Space  
- Nathan Sapsin, CEO – IQ banker
### Track 1: Alternative Data  
**3rd Floor Grand Ballroom**

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
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| 10:50AM – 11:10AM | Using Knowledge graphs to deliver products and solutions to make investment decisions  
                    m: Tim Harrington, CEO – BattleFin  
                    Tharsis Souza, VP Product Development – Yewno  
                    Adam Baron, Director, Innovation, Big Data  
                    Quantitative Research – Refinitiv  
                    Tom Liu, CEO – ChinaScope |
| 11:10AM – 11:30AM | Finding signals from within. Are you sitting on a data gold mine?  
                    Armando Gonzalez, CEO – RavenPack |
| 11:30AM – 11:50AM | #ChangePays – An examination of gender diversity in the C-Suite  
                    Daniel Sandberg, Senior Director, Quantamental Research – S&P Global Market Intelligence |

### Track 2: Corporate  
**3rd Floor Centennial Foyer**

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| 11:05AM – 11:20AM | Factoring the Value of Corporate Brands By Using Alternative Data  
                    Rick Davis, Chairman and CEO – BrandLoyalties |
| 11:20AM – 11:35AM | How corporates and PE firms can leverage alternative data  
                    Adam Braff, Founder – Braff & Company |

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<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>12:00PM – 1:10PM</td>
<td>Lunch – 2nd Floor Terrace Room Exhibit Hall</td>
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<td>1:10PM – 1:20PM</td>
<td>Transition</td>
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<tr>
<td>1:20PM – 3:20PM</td>
<td>One-on-One Meetings – 3rd Floor Grand Ball Room and Centennial Foyer</td>
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<tr>
<td>3:20PM – 4:00PM</td>
<td>Break</td>
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<tr>
<td>4:00PM – 5:40PM</td>
<td>One-on-One Meetings – 3rd Floor Grand Ball Room and Centennial Foyer</td>
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<tr>
<td>5:30PM – 6:30PM</td>
<td>Exhibit Networking – 2nd Floor Terrace Room Exhibit Hall</td>
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**Track 1: Alternative Data**  
3rd Floor Grand Ballroom

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| 8:30AM  | Macro panel: Real Estate - How this critical industry moves companies and markets - what can the data tell you? m: Marc LoPresti – LoPresti Law Group, Co-Founder - BattleFin  
Gavriel Merkado, CEO – REpalyse  
Aviva Fink, VP of Business Development – Reonomy  
Karan Singh, Business Intelligence Data Architect – Brookfield Properties |
| 8:50AM  | Chemicals, Oil and Gas Panel – Leveraging Alternative Data to make predictions m: Laurence Alexander, Industrials Analyst-Chemicals, Emerging Technologies and Industrial Biotech (Global) – Jefferies  
Joseph Chang, Global Editor – ICIS  
Mario De La Ossa, Energy Specialist – Orbital Insight |
| 9:25AM  | Understanding the Alternative Data Pricing environment. How to think about the Return On Investment (ROI) of a dataset. m: Tim Harrington, CEO – BattleFin  
Stewart Stimson, Head of Data Strategy – Jump Trading  
Chris Petrescu, Head of Data Strategy– ExodusPoint  
Sarah Smith, Senior Director – Edison |
| 10:00AM | The Evolution of the Alternative Data World. Advances and Outlook for what is to come. m: John Najarian, Co-Founder – Najarian Family Office  
Michael Marralle, CEO  
Spenser Marshall, Senior Analyst – MScience |

**Track 2: Quant**  
3rd Floor Centennial Foyer

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| 8:30AM  | Combining data sets, entity mapping, common keys, stitching data and things that make you go Hmm. m: Adam Baron, Director, Big Data Quantitative Research – Refinitiv  
Henrik Grunditz, Co-Founder and CRO – HiveMind  
Peter Hafez, Chief Data Scientist – RavenPack  
Chris Hammond, Executive Director, Research Signals – IHS Markit |
| 8:50AM  | ETL and data cataloging Nicolas Doyen, Product Owner for Internal Data Distribution and Data Monetization Platforms – Ticksmith |
| 9:05AM  | Data Showcase. Deriving insights from PreData m: Graham Tolson, Head of Data Sourcing – BattleFin  
Mars Spencer, VP of Financial Markets – PreData  
Dakota Killpack, Director of Machine Learning – PreData |
| 9:20AM  | From Exploring Alternative Data to Rethinking the Research Process Sylvain Forte, Co-Founder and CEO – SESAMm |
| 9:40AM-9:55AM | Lessons Learned: How to Eliminate the Bias In and Against Artificial Intelligence. Akash Ganapathi, CEO – Trill.AI |
| 9:55AM-10:40AM | Data Quality and Testing (Tools and Methods) Vishal Shah, Director – TresVista |
**Track 1: Alternative Data**  
3rd Floor Grand Ballroom

**Track 2: Quant**  
3rd Floor Centennial Foyer

### 10:50AM – 11:10AM

**China Retail and Consumer Panel**

* m: Stephanie Wissink, Consumer Analyst - Consumer Products – Jefferies  
* Eric Lindstrom, CEO – LocalGravity  
* Tom Liu, CEO – ChinaScope

### 11:10AM – 11:30AM

**Tracking Customer Behavior – Web Analytics and other methods**

* m: Jonathan Matuszewski, Consumer Analyst – Hardlines – Jefferies  
* Ed Lavery, Solutions Manager – SimilarWeb  
* Sylvain Forte, Co-Founder and CEO – SESAMm

### 11:30AM – 12:00PM

**Is there still Alpha in Credit Card Data? Understanding and Tracking alpha decay**

* Dawson Smith, VP, Equity Insights - 1010data

### 12:00PM – 1:10PM

**Lunch – 2nd Floor Terrace Room Exhibit Hall**

### 1:10PM – 1:20PM

**Transition**

### 1:20PM – 3:20PM

**One-on-One Meetings – 3rd Floor Grand Ballroom and Centennial Foyer**

### 3:20PM – 4:00PM

**Break**

### 4:00PM – 5:40PM

**One-on-One Meetings – 3rd Floor Grand Ballroom and Centennial Foyer**

### 5:30PM – 8:00PM

**Refinitiv BattleFin After Party – 1st Floor Edwardian Room**

**Semantically indexing global investment and market research data for better decisions**

* Chris Ackerson, Head of Product: Search and AI – AlphaSense

**Going Beyond Excel**

* Jonathan Regenstein, Director of Financial Services – RStudio

**Autonomous signal discovery and testing**

* Darko Matovski, CEO – Causalens

**Consumer Discretionary data deep dive. Overlaps of data and fundamental analysis**

* m: Janine Stichter, Consumer Analyst – Apparel, Footwear & Textiles, Specialty Softlines – Jefferies  
* Justin Zhen, Co-Founder - Thinknum  
* Hans Kullberg, CEO – CrowdThnk

**Ensemble & Accelerator Data Showcase**

* m: Rob Martinez, CRO – BattleFin  
* Beni Gradwohl, Co-Founder & CEO – Cognovi Labs
All courses are live coding courses where each participant will work over the Ensemble sandbox platform to code in sync with the instructor. Intermediate programming experience in Python is expected.

**DAILY 1**

**ALTERNATIVE DATA ANALYSIS BASICS**

**COURSE 1: Introduction to Data Analysis and Tools**  
8:30am – 10:30am  

In this training, you will learn how to accelerate your data analyses using the Python language and Pandas, a library specifically designed for interactive data analysis. Work with samples of Alternative data to understand what specific Alternative Data Types are like.

- Python Pandas core functionality (loading, filtering, grouping, and transforming data).
- Python Requests, basics of API data transfers.
- Explore alternative data (Samples of Web scraping data products).

Having completed this workshop, you will understand the fundamentals of Pandas, be aware of common pitfalls, and be ready to perform your own analyses on alternative data sets.

**COURSE 2: Advanced Tools of The Trade & Alternative Data Types**  
10:50am – 12:20pm  

In this training, you will learn how to perform advanced analyses on alternative data using PySpark and Ensemble. We will focus on merging datasets too large to fit in memory together and running analyses at scale.

- Advanced exploration and analysis of Alternative Data samples with PySpark.
- Working “out of memory” vs “in memory”.
- Samples of B2b, ESG, or Geo-Location data products.

Having completed this workshop, you will be ready to compute on your own Big Data to generate new insights.

Course 2, prepares participants for the Alternative Data Exploration Modules in day 2.
Instructor Bio:

Dan Gerlanc is a data scientist and technologist with more than 15 years of professional experience creating data intensive software. He spent 5 years as a quantitative analyst with two Boston hedge funds before starting Enplus Advisors Inc., a boutique data science and custom software firm, in 2011.

Dan specializes in projects at the intersection of data science and software development, though he frequently consults on either individually. Applying data science for more than ad hoc analysis requires the development of systems to repeatably gather data, evaluate models, and output results, an end-to-end process in which he has more than a decade of experience.

Additionally, Dan teaches data science and software development both at conference seminars and for private clients. He is an author and contributor to several open source projects, speaks at industry conferences, and has published articles in peer-reviewed journals. He is a graduate of Williams College.