



## Banking Track – Business Leadership Forum

Learn how IBM clients are aligning their organizations around information and leveraging analytic capabilities to shape business outcomes. Banking and Financial Markets organizations are challenged by driving profit in the "new normal" world of low margins, increasing regulations and demanding customers. However those who are exploiting analytics to derive insight from flows of data from transactions or customer interactions are outperforming competitors. In this track, learn how leading financial institutions are better responding to customer needs, quickly responding to changing regulatory requirements and reducing risk and fraud.

Monday, November 4, 2013	Time	Speakers	Session #	Room
<b>Prospecting for New Clients with Analytics - A SICOOB Credit Union Case Study</b>	2:00pm – 3:00pm	Edson Lisboa, Information Systems Manager, Sicoob; Mark Miranda, Knowledge and Competitive Intelligence Manager, Sicoob	LFM-3200	South Pacific C
Tuesday, November 5, 2013	Time	Speakers	Session #	Room
<b>Big Data &amp; Analytics: Driving Better Business Outcomes in Banking and Financial Markets</b>	10:00am – 11:00am	Vivek Bajaj, Director, Global Big Data Industry Leader, IBM	LFM-3616	South Pacific C
<b>Panel Session: Big Data and Analytics in Banking - Key Business Use Cases</b>	11:15am – 12:15pm	John Yelle, Vice President , DTCC Anne Johansson, Program Mgr., Strategic initiatives, Nordea Tom Deutsch, Program Director, Big Data Technologies and Advanced Analytics, IBM Vivek Bajaj, Director, Global Big Data Industry Leader, IBM	LFM-1415	South Pacific C
<b>Integrated Risk Reporting: A Global Bank Case Study</b>	1:45pm – 2:45pm	Anne Johansson, Program Mgr., Strategic initiatives, Nordea; Timothy Davis, Executive Director Big Data Architecture, IBM	LFM-3413	South Pacific C
<b>Addressing Banking Compliance Challenges in a New Regulatory World</b>	3:00pm – 4:00pm	Chris Edwards, SVP of Consumer Banking, Bank of America Merrill Lynch Elaine Hanley, Tech Lead, Banking & Financial Markets Data Warehouse Models, IBM	LFM-2997	South Pacific C
<b>How Can Banks and Financial Markets Firms Manage the Use of Social Media Without Diluting its Benefits?</b>	4:30pm – 5:45pm	Michael Veenswyk, CEO, Integrity	LFM-3657	South Pacific C
Wednesday, November 6, 2013	Time	Speakers	Session #	Room
<b>Improving your odds of governance success - A Practical Guide to Operationalizing Data Governance</b>	10:00am – 11:00am	Michael Nicosia, VP Strategy, Planning, Data & Process Governance, TIAA-CREF	LFM-3200	South Pacific C
<b>Turning Insights into Action - Next-Best-Action Approach of an IT-Full Service Provider of 700 Banks</b>	10:00am – 11:00am	Markus Bayha, Product Manager, Fiducia IT AG	LFM-1236	South Pacific D
<b>DTCC Leverages Big Data and MDM for Business Advantage</b>	11:15am – 12:15pm	John Yelle, Vice President , DTCC	LFM-3835	South Pacific C

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