Enterra Advanced Revenue Growth Optimization and Decision Science Symposium
In Partnership with the Promotion Optimization Institute

Nassau Club at Princeton, New Jersey

Program Times are Based in Eastern US Time

AGENDA

Wednesday, October 4, 2023

Location: Mercer Room, Nassau Club

5:00 PM
Networking Reception and Dinner

Thursday, October 5, 2023

Location: Mercer Room, Nassau Club

7:15 AM - 8:00 AM
REGISTRATION AND NETWORKING BREAKFAST

8:00 AM – 8:15 AM
WELCOMING REMARKS
Stephen F. DeAngelis, President, CEO and Founder, Enterra Solutions, LLC
Michael Kantor, CEO and Founder, Promotion Optimization Institute

8:15 AM - 9:00 AM
AI AND THE MODERN ENTERPRISE: HOW AI WILL TRANSFORM THE WAY PEOPLE AND THE CORPORATION WILL WORK IN THE NEXT 3-5 YEARS
Michael Kantor, CEO Promotion Optimization Institute
Stephen DeAngelis, President, CEO and Founder, Enterra Solutions, LLC

9:00 AM – 9:30 AM
LESSONS FROM A LEADING CPG FIRM USING ADVANCED AI/GENERATIVE AI AND DECISION SCIENCE AND STRATEGIES TO ACHIEVE BREAKTHROUGH RESULTS
Michael Kantor, Moderator
Peter Charette, Director, Strategic Revenue Management, The Hershey Company
Rich Hilton, SVP Revenue Growth Intelligence, Enterra Solutions, LLC

9:30 AM – 10:10 AM
INTRODUCTION TO HIGH-DIMENSIONAL MATHEMATICS
Glass Box, Explanatory Mathematics that is the next step beyond traditional "black-box" machine learning. Understanding how new algorithms generate a Function – a combination of variables and their multi-dimensional relationships - that explain the dynamics of complex data sets.
Caleb Bastian, PhD, DMD, Chief Scientist, Massive Dynamics, LLC

10:10 AM – 10:30 AM

NETWORKING MORNING BREAK

10:30 AM – 11:10 AM
NON-LINEAR OPTIMIZATION FOR CPG MANUFACTURERS AND RETAILERS
Exploring current breakthroughs in non-linear optimization that allow CPG manufacturers and retailers to perform value chain optimization that break traditional silos and reflect real-world considerations/requirements.
Talal Al-Housseiny, PhD, Senior Managing Director, Massive Dynamics, LLC

11:10 AM - 11:50 AM
ENTERRA AUTONOMOUS DECISION SCIENCE™: HUMAN-LIKE REASONING AND AUGMENTED HUMAN INTELLIGENCE
An introduction to Semantic Reasoning and Symbolic Logic and its application to CPG and Retail advanced analytics, insights generation and decision-making across the enterprise.
Samir Rohatgi, SVP Client and Technology Operations, Enterra Solutions, LLC
Stephen DeAngelis, President, CEO and Founder, Enterra Solutions, LLC

12:00 PM – 1:15 PM
NETWORKING LUNCH

1:15 PM - 2:00 PM
GLOBAL INSIGHTS AND DECISION SUPERIORITY SYSTEM: BUSINESS WAR GAMING
Weaponizing data to generate anticipatory insights that drive asymmetric advantage in the markets that you compete. Enterra ADS™ enabled Game Theoretic modeling and decision-making at scale.
Andy Patel, Vice President, Client Services, Enterra Solutions, LLC
Samir Rohatgi, SVP Client and Technology Operations, Enterra Solutions, LLC
Michelle Roberts, Sr. Manager, Strategic Revenue Management, Nestlé U.S.A

2:00 PM – 3:00 PM
THE ENTERRA SYSTEM OF INTELLIGENCE™ AND THE SAP DIGITAL CORE: THE NEXT GENERATION OF INTEGRATED TECHNOLOGY AND MANAGEMENT SCIENCE TRANSFORMING THE WAY LEADING COMPANIES COMPETE AND OPERATE TO WIN
Stephen DeAngelis, President, CEO and Founder, Enterra Solutions, LLC
Matt Laukaitis, EVP, Global Industries, SAP

3:00 PM – 3:30 PM
POI EPX VENDOR PANORAMA FIRST LOOK
Pam Brown, Chief Commercial Officer – Partner, Promotion Optimization Institute

3:30 PM –3:45 PM
CLOSING REMARKS
Stephen F. DeAngelis, President, CEO and Founder, Enterra Solutions, LLC
Michael Kantor, CEO and Founder, Promotion Optimization Institute