

**Dr. Brenda Dietrich**

Brenda Dietrich is an IBM Fellow and Vice President. She currently leads the office of technology and strategy for the Business Analytics division of IBM Software Group. She leads IBM Research's Mathematical Sciences and Business Analytics Strategy for more than ten years, and has been active in applying operations research to business analytics for thirty years. She has a PhD in Operations Research and Industrial Engineering from Cornell.

**The Business of Business Analytics: An Operations Research Perspective**

Big Data and Analytics have captured the attention of the business world, with each term being assigned various definitions and attributes. This talk will address the domain from an Operations Research perspective. The motivation and objectives of business users of analytics will be explored. Trends in data availability will be discussed, along with some examples of nascent business models arising in a data economy. The role of algorithms and computing in distilling patterns, trends and recommendations from the data will be discussed, along with the growing role for OR experts in the business of extracting value from data.