

Enterra Advanced Revenue Growth Optimization and Decision Science Symposium

In Partnership with the Promotion Optimization Institute

Nassau Club at Princeton, NJ

Program Times are Based in Eastern US Time

AGENDA

Wednesday, October 5, 2022

Location: Mercer Room, Nassau Club

5:00 PM

Networking Reception and Dinner with Thomas P.M. Barnett, PhD, Geopolitical Strategist

Dr. Barnett is best known as the author of three bestselling books: *The Pentagon's New Map: War and Peace in the Twenty-First Century*; *Blueprint for Action: A Future Worth Creating*; and *Great Powers: American and the World After Bush*. Described by Washington Post columnist David Ignatius as "a combination of Tom Friedman on globalization and Karl von Clausewitz' *On War*," the wide-ranging volumes have generated an enormous amount of reaction from around the world, leading to foreign editions in Japan, Turkey, Germany, and China, as well as profiles in major foreign newspapers. He will share insights on global disruptions affecting the global and local business environment today and tomorrow.

Thursday, October 6, 2022

Location: Mercer Room, Nassau Club

7:30 AM - 8:15 AM

Registration and Networking Breakfast

8:15 AM – 8:30 AM

Welcoming Remarks

Stephen F. DeAngelis, President and CEO, Enterra Solutions, LLC and Michael Kantor, CEO and Founder, Promotion Optimization Institute

8:30 AM - 9:00 AM

Briefing on Global Food Security – The Ukraine War and Current Perspectives on Global Food Security

*Vladyslava Magaletska, Senior Advisor - Global Agricultural Value Chain, Enterra Solutions, LLC
Former Deputy Minister of Agriculture and Head of Food Security, Ukraine Government*

9:00 AM – 9:55 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

9:55 AM – 10:10 AM

Networking Morning Break

10:10 AM - 10:55 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 and CEO, Enterra Solutions, LLC

10:55 AM – 11:45 AM

Breakthrough 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, Richard Hilton, SVP Strategic Revenue Intelligence Solutions, Enterra Solutions, LLC

11:45 AM - 1:00 PM

Networking Lunch

1:00 PM – 2:15 PM

Industry Leading Revenue Growth Optimization. Capabilities, Demonstration and Case Studies from Groundbreaking Client Applications

Richard Hilton, SVP Strategic Revenue Intelligence Solutions, Enterra Solutions, LLC

2:15 PM - 2:45 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, Samir Rohatgi, SVP Client and Technology Operations, Stephen DeAngelis, President and CEO, Enterra Solutions, LLC

2:45 PM – 3:15 PM

Enterra and SAP: End-to-End Optimization and Decision Making

Combining the System of Engagement with the System of Insight and Decision Making to unlock the next generation of value across the enterprise.

Enterra and SAP

3:15 PM – 3:30 PM

Closing Remarks

Stephen DeAngelis and Michael Kantor

Optional Mini-Consult (Brand/Category data, models, and projected ROI)

Location: Massive Dynamics, 1 Palmer Square East, Suite 530, Princeton, NJ

3:30 PM – 4:00 PM

Break (Relocate to Massive Dynamics Office)

4:00 PM – 5:30 PM

Optional Mini-Consult (Brand/Category data, models, and projected ROI)

6:00 PM

Dinner as a group (optional)