Partners in Business Ethics Symposium

Ethics in a Data-Driven World

October 23–24, 2018

ILLINOIS
Gies College of Business

This symposium will help equip business and business school thought leaders with conceptual perspectives and practical tools to share with colleagues and students. Specifically, the symposium will highlight the benefits of using and costs of ignoring ethical principles to help responsibly navigate and profitably apply big-data technologies such as algorithms, machine-learning, data analytics, and artificial intelligence. Fantastic keynote speakers and with talks dovetailing into interactive panel sessions.

Agenda Overview

Tuesday, October 23
Business Instructional Facility Commons
515 E Gregory Dr, Champaign, Illinois

    6:30 pm   Evening Reception

    6:45 pm   Keynote Address

Wednesday, October 24
National Center for Supercomputing
Applications Auditorium
1205 W Clark St, Urbana, Illinois

    8:30 am   Opening

    9:00 am   Morning Session I: Highlighting Ethical Issues

    10:15 am   Break

    10:30 am   Morning Session II: Highlighting Ethical Issues

    12:00 pm   Lunch

    1:00 pm   Afternoon Session I: Overcoming Ethical Challenges

    2:30 pm   Break

    2:45 pm   Afternoon Session II: Overcoming Ethical Challenges

    3:30 pm   Invitation to Partners in Business Ethics Symposium 2019

    3:45 pm   Concluding Remarks

Detailed Agenda

Tuesday, October 23
Business Instructional Facility Commons
515 E Gregory Dr, Champaign, Illinois

6:30 pm   **Evening Reception: Defining the Ethical Challenge**

This opening session will set the stage for the entire symposium by first introducing the role analytics will play in transforming how businesses must operate to be successful in the next decade. The discussion will then go on to explore new ethical concerns that can arise in the rush to glean and apply insights from data.

Welcome

Gretchen Winter
Executive Director, Center for Professional Responsibility in Business and Society

Blair Marks
Director Ethics Engagement and International Operations, Lockheed Martin

6:45 pm   **Keynote Address: Data, Analytics, and Ethics: Where Are We Today and Where Do We Need to Be?**

John Thompson
Former President Dell Software Group and Author of Analytics: How to Win with Intelligence

Detailed Agenda

Wednesday, October 24

All sessions will take place in the National Center for Supercomputing Applications Auditorium, Room 1122, 1205 W Clark St, Urbana, Illinois

8:30 am   **Opening**
Jeff Brown
Dean Gies College of Business, University of Illinois

9:00 am   **Morning Session I: Highlighting Ethical Issues**
A deeper dive into the ethical issues that face companies who collect, analyze, and share data or those who apply insights gained from data analytics into new domains.

Breaking Bad: Data Analytics
Robert Brunner
Director, University of Illinois–Deloitte Foundation Center for Business Analytics

Panel Discussion: Identifying Ethical Challenges
Moderator: Jessen Hobson
Associate Professor of Accountancy/RC Evans Data Analytics Fellow, University of Illinois

Susan Curtis
Lecturer of Accountancy, University of Illinois

Sanmi Koyejo
Assistant Professor Department of Computer Science, University of Illinois

Detailed Agenda

Anuj Marfatia
Director Business Analytics, Brunswick Corporation

David Molitor
Assistant Professor of Finance, University of Illinois

Jared Weiss
Director of Advanced Analytics & Performance Management, AARP

10:15 am **Break**

10:30 am **Morning Session II: Highlighting Ethical Issues**

An introduction to additional ethical concerns beyond those arising from the collection and analysis of data, in particular, issues related to dealing with societies, governments, and international organizations.

Moderator: Vic Anand
Assistant Professor of Accountancy, University of Illinois

The Need for a Moral Operating System: Ethics and AI within the Technology Industry
Mark Van Hollebeke
Director Privacy & Regulatory Affairs, Microsoft

When Data Governance Goes Wrong
Verity Winship
Professor of Law, University of Illinois

Ethics in Higher Education
Donna McNeely
Executive Director of University Ethics & Compliance, University of Illinois

Detailed Agenda

Ethical Considerations of Customer Relationship Management for Utilities

John Ose
Director of Data Analytics, Ameren Innovation Center

Enhancing Anti-Corruption Compliance: A Data Driven Approach

Venyssa Brown
Senior Manager Data Analytics and Information Technology, Lockheed Martin Corporate Internal Audit

12:00 pm Lunch

James Guszcza
Chief Data Scientist, Deloitte

1:00 pm Afternoon Session I: Overcoming Ethical Challenges

Discussions on techniques to identify and overcome ethical challenges related to data analytics both through the use of novel technologies and algorithms as well as human psychology.

Moderator: Ramanath Subramanyam
Associate Professor of Business Administration/RC Evans Data Analytics Fellow, University of Illinois

Practical Ethics and Responsible Computing: Discovering Problems and Designing Solutions through Interdisciplinary Research

Jana Diesner
Associate Professor, School of Information Sciences, University of Illinois

Towards Fair and Safe AI

Lav Varshney
Assistant Professor, Department of Electrical and Computer Engineering, University of Illinois

Interpretability in Models and Data Ethics

Matt Ahrens
Director of Engineering Data Team, Oath

Ethics and the Insider Threat

Kimberly O'Grady
Intelligence Analyst, Lockheed Martin Counterintelligence Operations & Corporate Investigations

What People Miss When Thinking about Big Data

Daniel Simons
Professor, Psychology Department, University of Illinois

2:30 pm   **Break**

2:45 pm   **Afternoon Session II: Overcoming Ethical Challenges**

How business schools can help train the future workforce to be both cognizant of the inherent ethical challenges that arise from data analytics and to mitigate and overcome their effects.

Detailed Agenda

Panel Discussion: How Can Academics Help Solve Ethical Challenges in Big Data

Moderator: Mark Peecher
Associate Dean of Faculty and Deloitte Professor of Accountancy, University of Illinois

Jeff Brown
Josef and Margot Lakonishok Professor of Business and Dean, Gies College of Business, University of Illinois

Kathy Farrell
Dean, College of Business, University of Nebraska-Lincoln

David Gebler
Senior Manager Ethics Engagement and Integrated Education, Lockheed Martin

Brigitte Madrian
Aetna Professor of Pubic Policy and Corporate Management at the Harvard Kennedy School and incoming Dean of the Brigham Young University Marriott School of Business in January

3:30 pm **Invitation to Partners in Business Ethics Symposium 2019**

Robert Prentice
University of Texas-Austin, McCombs School of Business

3:45 pm **Concluding Remarks**

Participant Biographies

Matt Ahrens

Matt Ahrens is a director of engineering in the Oath Champaign data team. Matt graduated from the University of Illinois with a bachelor's degree in mathematics and computer science in 2003. He worked for Motorola for 4 years before joining Yahoo (now Oath), where he has worked since 2007 with a focus on large-scale data systems and analytics. Matt also helps coordinate the local Data Science User Group that meets monthly in Research Park.

Vic Anand

Vic Anand joined the University of Illinois at Urbana-Champaign in the summer of 2017 as an assistant professor in the Department of Accountancy. Soon thereafter, he was appointed as an inaugural R.C. Evans Data Analytics Fellow at the University of Illinois-Deloitte Foundation Center for Business Analytics. Previously, he worked at Goizueta Business School at Emory University from 2012 to 2017. He completed his PhD in accounting at Cornell University. He also holds an MBA from Carnegie Mellon and an SB in mechanical engineering from MIT.

Anand's professional experience includes serving as a senior analyst with Science Applications International Corp., a senior consultant with Deloitte Consulting, and a financial analyst and manufacturing engineer with Ford Motor Company. Vic's research is in managerial accounting and focuses on the use of goals and targets in accounting settings and cost systems. He teaches data analytics and managerial accounting. He co-developed ACCY 575: Data Analytics Applications in Accountancy.

Participant Biographies

Jeffrey Brown

Jeffrey Brown is the Josef and Margot Lakonishok Professor of Business and Dean of Gies College of Business at the University of Illinois at Urbana-Champaign. He also serves as a professor of finance and was the founding director of the Center for Business and Public Policy. He is the director of the Retirement Research Center at the National Bureau of Economic Research (NBER) in Cambridge, Massachusetts; a trustee and chair of the Audit Committee for TIAA; a member of the Governing Board of the Center for Audit Quality (CAQ); vice chair of the Board of Managers of UI Singapore Research LLC; and a member of the Advisory Board of the Urban Institute/Brookings Institution's Tax Policy Center. Previously, he served as a senior economist with the White House Council of Economic Advisers. He earned his PhD in economics from MIT, his MPP from Harvard, and his bachelor's degree from Miami University (Ohio).

Venyssa Brown

Venyssa Brown is an experienced compliance professional with 20 years of experience assessing risk, developing organizational strategies, and designing and implementing process improvements that contribute to the successful execution of the overall business strategies of a large Fortune 500 company. Most recently, she served as the IT audit senior manager of internal audit for a large government contractor. Her primary areas of responsibility include development and expansion of the role of the Data Analytics Program to increase the efficiency and effectiveness of the entire audit organization. In this role, she was responsible for working with key functional areas to design and implement an analytic based compliance program. Additionally, she was responsible for the development and execution of the IT audit plan, ensuring the adequacy of controls in IT operations across the Corporation.

She has a bachelor's degree in English pre-law from Washington Adventist University and is a Certified Information Privacy Professional.

Participant Biographies

Robert J. Brunner

Robert J. Brunner is currently a professor in the Department of Accountancy in the College of Business. He is co-leading the Illinois Data Science Initiative, and has affiliate faculty appointments in the Departments of Astronomy, Computer Science, Electrical and Computer Engineering, Informatics, Physics, and Statistics; at the Beckman Institute, in the Computational Science and Engineering program; and at the National Center for Supercomputing Applications. He is also the Data Science Expert in Residence at the Research Park at the University of Illinois, where he provides consulting to a range of companies on data science topics.

His research focuses on the application of statistical and machine learning to a variety of real-world problems, and in making these efforts easier, faster, and more precise. This work spans fundamental algorithm design to more effectively incorporate uncertainty to optimization using novel computational technologies. More generally, he helps lead efforts to promote data science across campus and to encourage effective data management, analysis, and visualization techniques.

He earned his PhD in astrophysics at the Johns Hopkins University working under Alex Szalay on the development of the science archive for the Sloan Digital Sky Survey. His PhD thesis helped develop the statistical approach to quantifying galaxy evolution, where large data are used to place constraints on the origin and evolution of the universe. He subsequently spent five years as a postdoctoral scholar at the California Institute of Technology before moving to the University of Illinois.

Participant Biographies

Susan Curtis

Susan Curtis is a lecturer in the Department of Accountancy at Gies College of Business. Throughout her academic career, she has been involved in curriculum innovation, including Project Discovery in the Department of Accountancy. She led development of Business 101: Introduction to Professional Responsibility in Business and Society for Gies College of Business. She in currently developing a ethics course for the iMSA (online Master of Science in Accountancy) program.

She has received recognitions for excellence in teaching, including the 2017 Cook Prize from the American Accounting Association/Deloitte Foundation and an Illinois Student Senate Teaching Excellence Award in 2015. She is a researcher of learning and education in accounting with published articles in *Issues in Accounting Education*, *Journal of Accounting Education*, the *AAA AIS Compendium for Cases and Classroom*, and *Accounting Education News*. She has been recognized as an outstanding reviewer by two accounting education journals and currently serves as associate editor for *Accounting Education.*

Participant Biographies

Jana Diesner

Jana Diesner is an associate professor at the School of Information Sciences at the University of Illinois at Urbana-Champaign. She has a courtesy appointment in the Department of Computer Science. Her research in human-centered data science and social computing combines methods from network science, natural language processing, and machine learning with theories from the social sciences, humanities, and linguistics to advance knowledge and discovery about interaction-based and information-based systems. She and the members of her research lab are currently working on projects related to studying consequences of biases in data, technology, and human decision making; validating classic social science theories in contemporary contexts; assessing the impact of funding and science on society; crisis informatics; and data governance.

Recent recognition for her expertise includes an R.C. Evans Data Analytics Fellowship from the University of Illinois-Deloitte Foundation Center for Business Analytics (2018), a Linowes Fellowship from the Cline Center for Advanced Social Research at Illinois (2018), and an appointment as the CIO Scholar for Information Research & Technology at Illinois (2018). Diesner has published more than 55 refereed articles. She received her PhD in 2012 from Carnegie Mellon University's School of Computer Science.

Participant Biographies

Kathy Farrell

Kathy Farrell became the James Jr. and Susan Stuart Endowed Dean of the College of Business at the University of Nebraska–Lincoln on December 1, 2017. An experienced academic and business leader, Farrell served as associate dean for four years before becoming the chair of the Department of Finance in 2014.

She is also the State Farm Professor of Finance and has more than 20 years of experience teaching university courses in banking and finance. Farrell's research interests include executive compensation, executive turnover and succession, and other corporate governance issues. Her publications have appeared in such journals as the *Journal of Business*, *Journal of Accounting and Economics*, *Journal of Corporate Finance*, *Review of Quantitative Finance and Accounting*, *National Tax Journal*, *Journal of Banking and Finance*, *Journal of Financial Research*, and others.

Prior to earning her PhD in finance from the University of Georgia, Farrell was an auditor for KPMG Peat Marwick in Baltimore and Atlanta and earned the designation of Certified Public Accountant (inactive). She received her bachelor's degree from Kent State University in Kent, Ohio.

She also serves on the board of directors of Nelnet, Inc., a NYSE company headquartered in Lincoln, Nebraska, and Assurity, Inc., a mutual insurance company headquartered in Lincoln.

Participant Biographies

David Gebler

David Gebler is the Senior Manager, Ethics Engagement and Integrated Education for Lockheed Martin. Named three years in a row as one of America's top Thought Leaders in Trustworthy Business Behavior, he is an innovator of new approaches that integrate culture, ethics, values and performance.

He has over 25 years' experience advising global organizations such as Panasonic, AOL, General Dynamics, Staples, Sun Life Financial, Schering-Plough, Boeing, and MolsonCoors on how to reduce people-based risks while improving productivity and corporate reputation. Gebler is a pioneer in values-based culture assessment and training, utilizing creative elements such as Scott Adams' Dilbert characters in developing groundbreaking training such as "The Ethics Challenge" produced for Lockheed-Martin in 1997.

A business lawyer by training, David received his JD from the University of California, Davis and is a member of the bar in California, Massachusetts, and Israel. As an attorney in private practice with firms such as Proskauer, and as corporate counsel for Gamma International, David gained extensive experience in both bank regulatory and software licensing issues. In Israel David worked for CBS Records International as Director of Business Affairs and as a staff lawyer for El Al Israel Airlines.

David has served as a Kallman Executive Fellow at the Center for Business Ethics at Bentley University and is on the International Advisory Board of Suffolk University's Graduate Program in Ethics and Public Policy, where he teaches Business Ethics.

A frequent speaker and panelist, David has appeared on Fox News, CNN, CNBC, and WGBH. David's latest book, *The 3 Power Values: How Commitment, Integrity and Transparency Clear the Roadblocks to Performance* was published by Jossey-Bass/Wiley in 2012.

Participant Biographies

Jim Guszcza

Jim Guszcza is the US chief data scientist of Deloitte Consulting, and a member of Deloitte's Advanced Analytics and Modeling practice. He has extensive experience applying predictive analytics techniques in a variety of public and private sector domains. He has also spearheaded Deloitte's use of behavioral nudge tactics to more effectively act on model indications and prompt behavior change. He is a former professor at the University of Wisconsin-Madison business school, and he holds a PhD in the philosophy of science from The University of Chicago. Jim is a Fellow of the Casualty Actuarial Society and on its board of directors.

Jessen L. Hobson

Jessen L. Hobson is an associate professor of Accountancy at the University of Illinois and a PwC Faculty Fellow. He received his PhD from the University of Texas at Austin. Jessen has bachelors' and master's degrees in accounting from Brigham Young University and was an auditor at PwC. He teaches graduate-level audit and data analytics. He co-developed the Data Analytics Applications in Accountancy course. His research examines how and why managers over-report their performance, how investors and auditors can detect that deception, and how investors use and misuse information. He recently served as co-editor for the Accounting, Organizations, and Society conference on New Corporate Disclosures and New Media. Jessen's research has been published in the top journals in his field, including *The Accounting Review* and *The Journal of Accounting Research*.

Participant Biographies

Sanmi Koyejo

Sanmi (Oluwasanmi) Koyejo is an assistant professor in the Department of Computer Science at the University of Illinois at Urbana-Champaign. Koyejo's research interests are in the development and analysis of probabilistic and statistical machine learning techniques motivated by and applied to various modern big data problems. He is particularly interested in the analysis of large-scale neuroimaging data.

He completed his PhD in electrical engineering at the University of Texas at Austin advised by Joydeep Ghosh, and completed postdoctoral research at Stanford University with a focus on developing Machine learning techniques for neuroimaging data. His postdoctoral research was primarily with Russell A. Poldrack and Pradeep Ravikumar. He has been the recipient of several awards, including the outstanding NCE/ECE student award, a best student paper award from the conference on uncertainty in artificial intelligence (UAI), and a trainee award from the Organization for Human Brain Mapping.

Participant Biographies

Brigitte Madrian

Brigitte Madrian received a PhD in economics from the Massachusetts Institute of Technology and master's and bachelor's degrees in economics from Brigham Young University. Before arriving at Harvard in 2006, she was on the faculty at the Wharton School of the University of Pennsylvania (2003–2006), the University of Chicago Graduate School of Business (1995-2003), and the Harvard University Economics Department (1993-1995).

She is an expert on behavioral economics and household finance, with a particular focus on household saving and investment behavior. Her work in this area has impacted the design of employer-sponsored savings plans in the U.S. and has influenced pension reform legislation both in the U.S. and abroad. Madrian also uses the lens of behavioral economics in her research to understand health behaviors and to improve health outcomes.

As a result of her work, she has received the Retirement Income Industry Association Achievement in Applied Retirement Research Award (2015) and is a three-time recipient of the TIAA Paul A. Samuelson Award for Scholarly Research on Lifelong Financial Security (2002, 2011, and 2017).

Participant Biographies

Anuj Marfatia

Anuj Marfatia is the director of business analytics at Brunswick Corporation, a manufacturing recreational products company, as a leader of boats, boat engines, and fitness equipment, having achieved revenues of $4.5 billion last year.

Previously, he was at IBM, where he worked with various advanced analytics technologies and helped organizations gain value from it. Prior to IBM, he worked for Diamond Management and Technology Consultants (now part of PwC). He started his career in the automotive industry, working in various product development, manufacturing, and client-facing roles.

At Brunswick, he has been developing and driving a data-driven culture within the organization by establishing processes and technologies for its businesses to quickly maximize the potential of analytics.

He holds an MBA from The University of Chicago – Booth School of Business and a bachelor's degree in mechanical engineering from the University of Illinois at Urbana-Champaign.

Participant Biographies

Blair Marks

As Director of Ethics Engagement and International Operations, Blair Marks is responsible for all ethics awareness and business conduct compliance education for Lockheed Martin, as well as supplier engagement and the ethics program for Lockheed Martin's international elements. She represents the company on the Defense Industry Initiative's Working Group and the Steering Committee of the International Forum on Business Ethical Conduct.

She has held several key management roles, including Plant Manager of the company's Composites and Adhesive Bonding Plant in Charleston, SC, and Site Director of Engineering for the Marietta facility. She served as Deputy Director of F-22 Engineering and immediately before joining the Ethics team, she led the Avionics Modernization and Reliability Enhancement/Re-engining programs for the U.S. Air Force's fleet of C-5 Galaxy airlifters.

She graduated from Georgia Institute of Technology with a bachelor of engineering in ceramic engineering. She earned her master of science in materials engineering from the University of Michigan and completed an MBA from Georgia State University.

She has served on Georgia Tech's College of Engineering and Women in Engineering advisory boards and is a graduate of Leadership Cobb. She is the immediate past president of Women of Reform Judaism, and she serves on the boards of the Union for Reform Judaism and Hebrew Union College-Jewish Institute of Religion. She has received the Women in Aerospace Outstanding Leadership Award and holds both the CCEP and LPEC certifications.

Participant Biographies

Donna McNeely

Donna McNeely began her career working as a certified public accountant in the audit and banking industries, joining the University of Illinois in 1995 in the Office of University Audits.

An opportunity to create a separate, university-wide Ethics Office was presented, and she accepted the role of University Ethics Officer. The Office later assumed responsibility for the development and administration of all annual ethics training for the nine public universities in Illinois, in addition to managing the Statement of Economic Interests filing process and providing advisory services to employees. In 2014, her position evolved to include a compliance component and the coordination of multiple ethics and compliance facets across all University of Illinois campuses. She serves as University Ethics Officer and liaison to the Office of Executive Inspector General for the Agencies of the Illinois Governor and Illinois Executive Ethics Commission, and she manages the growth, development, and planning strategies, and oversees the daily functions and operations of the University Ethics and Compliance Office.

She has been awarded the Lincoln Presidential Award for her dedication to excellence in ethics and has presented at several national conferences.

David Molitor

David Molitor is an assistant professor in the Department of Finance at Gies College of Business at the University of Illinois and a Faculty Research Fellow at the National Bureau of Economic Research. His research explores factors that shape health and health care delivery in the United States, with a focus on physician behavior, technology adoption, and environmental adaptation. He is a principal investigator of the Illinois Workplace Wellness Study, a large-scale field experiment of workplace wellness conducted at the University of Illinois. His work has been supported by the National Institutes of Health, the National Science Foundation, J-PAL North America, and the Robert Wood Johnson Foundation.

Participant Biographies

Kimberly T. O'Grady

Kimberly O'Grady is an intelligence analyst assigned to the Office of Counterintelligence Operations & Corporate Investigations at Lockheed Martin Corporate Headquarters in Bethesda, MD. She was one of the founding members of Lockheed Martin Counterintelligence and had a significant role in program architecture and development.

Prior to joining Lockheed Martin, she worked for CACI, contracted to the intelligence community as a counterintelligence (CI) staff officer. Before that, she was an 1811 agent with the Air Force Office of Special Investigations (AFOSI). During her time with AFOSI she held a range of assignments as an in-garrison criminal and CI investigator, embedded CI/Force Protection support to active duty rapid deployment units, deployed CI collector, and regional oversight to investigations and operations.

She holds a bachelor's degree in sociology from Fordham University and an master's degree in intelligence management from the University of Maryland.

John Ose

John Ose is a data and analytics thought leader with more than two decades of strategy and execution experience. He has led the design and implementation of enterprise data and analytics initiatives and has managed global delivery organizations for multiple Fortune 500 companies across the utilities, healthcare, finance, and telecommunications industries. With a background in marketing and statistics, he is uniquely qualified to address the ethical concerns of customer relationship management as the director of analytics at Ameren.

Participant Biographies

Mark E. Peecher

Mark E. Peecher is a professor in the Department of Accountancy and holder of the Deloitte Professorship in Accountancy at Gies College of Business at the University of Illinois at Urbana-Champaign. He also serves as Associate Dean of Faculty and as Academic Director of the Center for Professional Responsibility in Business and Society and holds courtesy appointment with the University of Illinois College of Law.

He specializes in behavioral auditing and financial accounting research and focuses on topics such as the detection of deception, professional skepticism, materiality, and investor valuation of high-quality financial reporting.

In the AAA, Peecher has served as the Audit Section's president, on the Pathways Commission, and most recently on the Audit Section's Nomination Committee. His business-press writings have appeared in *CFO.com* and *The Wall Street Journal*, and his academic articles have appeared in *Accounting, Organizations & Society*, *Auditing: A Journal of Practice & Theory, Contemporary Accounting Research*, *International Journal of Auditing*, *Journal of Accounting Research, Organizational Behavior and Human Decision Processes*, and *The Accounting Review*.

An award-winning instructor, he enjoys teaching undergraduate, master's, and doctoral students and is a prior recipient of Audit Section's Innovation in Auditing and Assurance Award. He particularly likes supervising doctoral students, six of whom have won outstanding dissertation awards.

Participant Biographies

Daniel Simons

Daniel Simons is a professor of psychology at the University of Illinois where he heads the Visual Cognition Laboratory. His research explores the limits of awareness and memory, the reasons why we often are unaware of those limits, and the implications of such limits for our personal and professional lives. After received his bachelor's degree from Carleton College and his PhD in experimental psychology from Cornell University, he spent five years on the faculty at Harvard University, before moving to Illinois in 2002. He is a Fellow and Charter Member of the Association for Psychological Science and an Alfred P. Sloan Fellow, and he has received many awards for his research and teaching, including the 2003 Early Career Award from the American Psychological Association (and the 2004 Ig Nobel Award given for research that "first makes you laugh and then makes you think"). He is the Founding Editor of *Advances in Methods and Practices in Psychological Science*, a journal published by the Association for Psychological Science that includes within its scope an examination of issues related to data science and the ethics of data use.

In addition to his more than 100 scholarly papers, he has penned articles for *The New York Times*, *The Wall Street Journal*, *The Chicago Tribune*, *Smithsonian Magazine*, and the *Chronicle of Higher Education* (among others). In 2010, he and his colleague Christopher Chabris co-authored the *New York Times* bestseller, *The Invisible Gorilla*.

Participant Biographies

Ramanath Subramanyam

Ramanath (Ram) Subramanyam is an associate professor of information systems in the Department of Business Administration in Gies School of Business at the University of Illinois at Urbana-Champaign. He earned his PhD from the University of Michigan in 2004. His research interests include software management, information technology (IT) governance, environmental sustainability, the role of machine learning in abductive and inductive managerial research, project management, and the role of the customer in shaping technological product design.

Subramanyam had research collaborations with leading firms such as IBM, State Farm, Infosys, Ford, and Ramco Systems, among others. He has published in leading journals in management, information systems, software, and operations management, including *MIS Quarterly*, *Information Systems Research*, *Manufacturing and Service Operations Management*, *IEEE Transactions on Software Engineering*, *Decision Support Systems*, and *Communications of the ACM*. In addition, he has received media mentions in *Sloan Management Review* and several environmental-sustainability communities.

His teaching interests include business analytics for managers, information technology and the networked economy, technology strategy and innovations, information systems development and management, and software project management. He has served in a full time or ad hoc editorial role for *Information and Management, Information Systems and eBusiness Management*, and *MIS Quarterly*, in addition to participating in leading information systems conferences and workshops.

Participant Biographies

John K. Thompson

John K. Thompson is an international technology executive with over 30 years of experience in the information management, business intelligence, and analytics fields.

Most recently, he was an executive partner at Gartner, where he was management consultant to market leading companies in the areas of digital transformation, data monetization, and advanced analytics. Prior to Gartner, he led the advanced analytics business unit of the Dell Software Group. He is the co-author of *Analytics: How to Win with Intelligence*, which debuted on Amazon as the #1 new book in analytics in 2017.

Thompson's technology expertise includes all aspects of advanced analytics and information management, including descriptive, predictive, and prescriptive analytics; analytical applications; deep learning; cognitive computing; big data; data warehousing; business intelligence systems; and high performance computing.

One of his primary areas of focus and interest has been to create innovative technologies to increase the value derived by organizations around the world. He has built startup organizations from the ground up and has reengineered business units of Fortune 500 firms to reach their potential. He has directly managed and run sales, marketing, consulting, support, and product development organizations.

Thompson is a technology leader with expertise and experience spanning all operational areas with a focus on strategy, product innovation, growth, and efficient execution. He is a management consultant who helps startups launch and grow rapidly and works with established companies to design, develop and launch new products and services.

Thompson holds a bachelor of science degree in computer science from Ferris State University and a MBA in marketing from DePaul University.

Participant Biographies

Mark Van Hollebeke

Mark Van Hollebeke is a director of privacy at Microsoft, where his recent work centers on articulating the norms and ethical guidance required to design data-driven services in a principled manner. He is a champion of practical ways to interject such ethical considerations into the design of machine learning and artificial intelligence (AI).

His focus on broadening existing IT industry privacy practices to include ethical considerations and mitigations during product design led him to the Data & Society Research Institute, where he recently completed a residency.

Prior to his role at Microsoft, Mark spent 12 years as a philosophy professor, specializing in ethics and pragmatism, including many years teaching business ethics.

As a member of the Privacy & Regulatory Affairs team led by Microsoft's Chief Privacy Officer, Mark also oversees privacy learning and development at Microsoft. Recently focused on ethics in AI education, his privacy trainings reach over 100,000 unique Microsoft employees each year, and help create higher quality, more trustworthy products and services for Microsoft's billion+ customers.

Lav R. Varshney

Lav R. Varshney is an assistant professor in the Department of Electrical and Computer Engineering at the University of Illinois at Urbana-Champaign, where his research interests include information theory, data science, artificial intelligence, and neuroscience. He has also written several papers on law, ethics, history, and social science of engineering. He and his students have won numerous awards for their research, including the 2015 Data for Good Exchange Paper Award. His work appears in the anthology *The Best Writing on Mathematics 2014* (Princeton University Press), and he was selected to present at the 2017 World Science Festival. He currently serves on the advisory board for the IBM Watson AI XPRIZE.

Participant Biographies

Jared Weiss

Jared Weiss is the Director of Advanced Analytics for AARP. Over the last seven years with AARP, his work has involved applying a variety of data science techniques to solve problems for groups across the organization, ranging from membership to programs including driver safety and caregiving to AARP's foundation and advocacy work. He is excited to be actively partnering with students at the University of Illinois at Urbana-Champaign as part of AARP's Tech Nest, developing creative data science solutions. Jared has degrees in Economics from the University of Chicago and Applied Economics from Johns Hopkins.

Verity Winship

Verity Winship is a professor at the University of Illinois College of Law. Her work focuses on business law and complex litigation, and it has been featured in such journals as the *Vanderbilt Law Review*, *Boston University Law Review*, and *The Delaware Journal of Corporate Law*. She is also a regular radio commentator for "Legal Issues in the News" on WILL-AM-FM Illinois Public Radio.

She is an honors graduate of Harvard College and Harvard Law School. Before becoming a law professor, she was a law clerk for Judge Kaplan in the federal trial court in Manhattan and for Judge Rendell in the federal court of appeals. She also practiced law with WilmerHale in New York City in the area of securities enforcement and litigation.

Participant Biographies

Gretchen A. Winter

Gretchen A. Winter, JD, is the executive director of the Center for Professional Responsibility in Business and Society (the Center) at Gies College of Business at the University of Illinois at Urbana-Champaign.

She also serves as an adjunct professor at the University of Illinois College of Law, College of Engineering City Scholars Program, and Gies College of Business. She is a visiting professor at the Universite de Cergy-Pontoise School of Law, and as faculty for various Practising Law Institute, Society of Corporate Compliance and Ethics, and Ethics and Compliance Initiative educational programs, among others.

She is chair of the Executive Board of the Association of Practical and Professional Ethics, and she previously chaired the Ethics and Compliance Officer Association Board of Directors. She also has been program director for The Conference Board's Global Business Conduct Council.

Prior to joining the Center, she worked at Baxter International Inc. as vice president and counsel, Business Practices, and developed and implemented the company's global ethics program. She worked for Baxter in other roles over her 18 years with the company. She also practiced law with the firm of Seyfarth, Shaw and was a legislative analyst with the State of Illinois.

Winter received her JD from the University of Chicago and her bachelor's degree from the University of Illinois at Chicago. She serves as president of the Board of the Leadership Fellows Association of Leadership Greater Chicago and is a member of the Visiting Committee of the University of Illinois at Chicago College of Liberal Arts and Sciences.

She also has chaired and been an appointed member of a number of Illinois university and statewide higher educational boards as well as a variety of not-for-profit boards, including Lutheran Child and Family Services of Illinois, Project LEAP (Legal Elections in All Precincts), and Evanston Hospital's Institutional Review Board. She is a member of the Illinois Legislative Staff Intern Hall of Fame.