

ABOUT THE SPONSORS OF THE SYMPOSIUM

Department of

Technology Management & Innovation

The Department of Technology Management and Innovation is the premier learning, research, and development hub in the New York City/Tri-State region explicitly devoted to the increasingly critical arenas of innovation, information, and technology management. The Department is an interdisciplinary faculty that studies various aspects of technology and innovation - strategic, behavioral, organizational and social. The Department offers several degrees including the new MS in Organizational Behavior, Systems and Analytics (OBSA), a unique program that integrates the management of people, organizations and technology. The OBSA degree has cutting-edge concentrations in HRIS and Human Capital Engineering and Analytics as well as the more traditional human resource management, change management and training specialties.

PolySHRM

The Society for Human Resource Management student chapter at NYU Polytechnic School of Engineering - PolySHRM was founded in 1987. PolySHRM has been awarded the Superior Merit Award by SHRM for its innovative activities almost every year since its founding. In 2010-11, PolySHRM was selected as one of the 10 most outstanding chapters in the U.S. (for the second time). In addition, many of its leaders have received the coveted Sherman Award from HRNY (the NY Chapter of SHRM). PolySHRM is committed to providing its members and the NYU-Poly student community with professional and leadership development opportunities to prepare them for future careers.



The Department of Technology Management & Innovation
presents
A Symposium Commemorating the Inauguration of the
MS in Organizational Behavior, Systems & Analytics



Moderator

Dr. Harold G. Kaufman, Academic Director,
Organizational Behavior, Systems & Analytics Program,
Department of Technology Management & Innovation, NYU-SOE

Welcome

Dr. Paul Horn, Distinguished Industry Professor,
Department of Technology Management & Innovation,
Senior Vice Dean for Strategic Initiatives & Entrepreneurship, NYU-SOE;
Former VP & Executive Director of Research, IBM

Invited Speakers

Dr. Brian Welle*, Director of People Analytics, Google, Inc.
Dr. Andrew Biga*, Director, Talent Acquisition & Assessment, JetBlue
Dr. Paul Squires*, President, Applied Skills & Knowledge (AS&K), Inc.
Dr. Vincent Conte*, Chief Administrative Officer, Sports Life Management LLC

**Adjunct Faculty, Organizational Behavior, Systems & Analytics Program, NYU-SOE*

Wednesday, December 3, 2014

**Registration & Networking
Conference Program**

**5:00 PM to 6:00 PM
6:00 PM to 8:00 PM**

Pfizer Auditorium, 5 MetroTech Center, Brooklyn, NY

Moderator

Dr. HAROLD G. KAUFMAN, Professor of Management & Academic Director, Organizational Behavior, Systems & Analytics (OBSA) Program, Department of Technology Management & Innovation, NYU-SOE.



Dr. Harold G. Kaufman established the MS program in Organizational Behavior, Systems & Analytics (OBSA), a unique and pioneering curriculum integrating the management of people, organizations, technology and analytics. In addition, he initiated the annual conferences on Innovation in Human Capital Technology & Analytics that focus on cutting-edge applications and research. Dr. Kaufman specializes in the utilization, obsolescence and career development of engineers. He has reported his research in numerous publications, including three books, the first one receiving recognition as advancing the state of knowledge in the field by the Harvard Business School. Dr. Kaufman's research has been supported by grants from Federal agencies, including NSF, and private foundations. He was elected Fellow of the Society of Industrial and Organizational Psychology as well as the American Psychological Association. Dr. Kaufman completed his PhD at New York University in Industrial Psychology. He also holds a Master of Industrial Engineering from NYU and a Bachelor of Mechanical Engineering from the Cooper Union. Dr. Kaufman currently teaches Career Management, Seminars in Organizational and Career Change as well as in Managing HR Analytics & Big Data plus the capstone OBSA Research Project. **Contact Information:** 718-260-3485; hkg224@nyu.edu

Invited Speakers

Dr. BRIAN WELLE, Director of People Analytics, Google Inc.



Dr. Brian Welle has been a member of Google's People Analytics team since its earliest days in 2006. From then to now, he has conducted research and designed programs that strengthened Google's Human Resources initiatives. He currently leads a team of researchers that has three main goals: (1) guide Google's talent management, learning programs, career development and diversity practices through the strategic use of data; (2) launch surveys that take the pulse of the organization, including the annual employee opinion survey, and empower clients to act on the results; and (3) conduct basic HR research through the People Innovation Lab (PiLab), an internal HR think-tank focused on understanding (and improving!) manager effectiveness, employee health, innovation, and other behaviors important to the company & its employees. His team's research has been featured in Academic and popular press outlets, including The New York Times, Scientific American, Harvard Business Review, Academy of Management Perspectives and Nightline. Prior to joining Google, Brian was a Research Director at Catalyst, a non-profit consulting organization specializing in diversity, and a post-doctoral fellow at Harvard's John F. Kennedy School of Government. He holds a Ph.D in Industrial and Organizational Psychology from New York University. **Contact Information:** welle@google.com

Dr. ANDREW BIGA, Director, Talent Acquisition & Assessment, JetBlue, JetBlue Airways; Adjunct Professor, Department of Technology Management & Innovation, NYU-SOE



Dr. Andrew Biga is the Director of Talent Management and Analytics for JetBlue Airways. Dr. Biga oversees two teams jointly responsible for creating a culture of feedback with the right people, process, and technology foundations in place to enable better business and talent decisions. Companywide goal setting, performance management, executive succession planning, career development suites, employee

engagement and retention programs are core products and services. After completing his Ph.D. in Industrial-Organizational Psychology from the University of South Florida, Dr. Biga worked at Procter and Gamble leading efforts in both People Analytics and Leadership Development. In addition to his role at JetBlue, Dr. Biga became an OBSA adjunct professor in the Department of Technology Management & Innovation at NYU Polytechnic School of Engineering in 2012, teaching courses in Talent Management and Human Capital Analytics. **Contact Information:** 718-709-3346; Andrew.Biga@JetBlue.com

Dr. PAUL SQUIRES, CEO, Applied Skills & Knowledge, Inc.; Adjunct Professor, Department of Technology Management & Innovation, NYU-SOE



Dr. Paul Squires is President of Applied Skills & Knowledge, Inc. (AS&K) which he founded in 1999. Dr. Squires has provided data analytic support for human capital and customer loyalty research projects for public and private organizations including PwC, Merrill Lynch, US Department of Labor, KPMG, Avon, State of North Carolina, Ingersoll-Rand, New York Stock Exchange, Eaton Corporation, and GlaxoSmithKline. Prior to founding AS&K, he was the director of Learning & Development for Microelectronics, a \$3 billion division of Lucent Technologies. For 10 years Dr. Squires was in charge of employment testing for customer service, sales and technicians in AT&T's Employee Research, Assessment, and Validation division. Dr. Squires earned his PhD in Educational Psychology & Measurement from Fordham University. He taught statistics and psychometrics for over 20 years at Stevens Institute of Technology and Fairleigh Dickinson University. Dr. Squires joined the OBSA adjunct faculty of the Department of Technology Management & Innovation at NYU Polytechnic School of Engineering in 2014, introducing a new cutting-edge course in Human Capital Big Data, Predictive Analytics, & ROI. In addition he now teaches Research Methods in Organizational Behavior and Human Capital Systems. **Contact Information:** 973-265-4086 (office); 973-809-2952 (cell); paul.appliedskills@gmail.com

Dr. VINCENT A. CONTE, Chief Administrative Officer of Sports Life Management, LLC; Adjunct Professor, Department of Technology Management & Innovation, NYU-SOE



Dr. Vince Conte is currently Chief Administrative Officer of Sports Life Management, LLC, a management firm dedicated to the development of Human Capital through the sports and entertainment life cycle. Dr. Conte has been an independent global Human Capital consultant since 2002, when he retired as Associate Partner in Accenture. Before Accenture he had various roles as an external and internal OD practitioner and Human Resources manager. His list of client engagements stretches over 30 years serving organizations such as G.E., Halliburton, Merrill Lynch, LG, and Samsung. Between 2001 and 2008 Dr. Conte worked and lived in East Asia, primarily operating out of Seoul, Korea and Shanghai, PRC. He is currently researching the effects of technology on our ability to develop and deploy human capabilities. Dr. Conte is also studying the career, economic and emotional effects of technology focusing on job satisfaction, rewards and long-term wealth creation. He has authored over 50 journal articles and monographs related to Human Capital development and technology management. Dr. Conte holds a Ph.D. in Applied Psychology from Hofstra University. He has taught on the Adjunct faculties of the NYU Stern School of Business, Hofstra University Zarb School of Business, the Global Management program at Yonsei University (Seoul) and the Risk Management School of St. John's University. Dr. Conte joined the OBSA adjunct faculty in the Department of Technology Management & Innovation at NYU Polytechnic School of Engineering in 2010 and has taught HR Technology, Business Process Reengineering, Global HR, Organization Development and, most recently, a unique cutting-edge course in Human Capital Engineering. **Contact Information:** 516-596-0073; vc746@nyu.edu