

# MANAGERIAL DATA SCIENCE WORKSHOP

## ADVANCE AND BE PROMOTED

Presenter:

# Ethel Anderson

Head of Data Analytics for Strategic Retail Digital Transformation Initiatives @ Google



February 17, 2023



10 AM - 1 PM EST



Online Streaming



**FREE to Erdős**

**Members/Alumni**

\$300 for Corporate Partners

\$525 for General Public

This workshop is designed for Data Scientists seeking to advance in their individual contributor roles, and also for those looking for promotions to lead data science teams.

The session will employ a pragmatic use case to equip participants to confidently leverage business acumen to create strong 'storytelling' narratives and business cases. Data analytics output derived from a model will be utilized.

**The goal** is to equip you to confidently advocate for executive sponsorship and project funding. The workshop will also highlight ways to foster business champions as well as the adoption of new data science projects and initiatives.

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## ABOUT ETHEL:

Ethel has over 25+ years of international business experience ranging from global product marketing and alliance management, to strategic sales & go-to-market planning across Europe and Latin American markets. As Head of Data Analytics for Strategic Retail Digital Transformation Initiatives for Google, Ethel now leads data analytics initiatives helping retailers with digital transformation initiatives involving everything from Enterprise Data Warehouse, application and Business Intelligence modernization to AI/ML strategies using Google Cloud technology. As a business executive with vast experience working in risk, compliance, financial services and retail, Ethel has vast experience developing new business strategies for market expansion, brokering/designing alliances and partnership agreements to broaden market reach and planning global product marketing plans. Ethel's educational background includes a Bachelor of Business Administration and Marketing from ESIC University, Madrid, Spain and a MBA International Executive Masters in Business Administration from ESCP Business Management School in Europe.