



Pre-Conference Certificate Training

1. Workshop Title

RMDS Workshop: Accelerate Your Career with Big Data and AI

2. Date

2-8:30pm, Dec 5th

3. Location

Hilton Pasadena

4. Participants

Maximum 60 participants

5. Workshop Overview

The workshop is tailored for students and professionals in different industries to be fully prepared in the age of digital transformation. This workshop incorporates data science and technology components in the real business scenarios to solve the problems that an organization faces. Qualified participants will be given the certificates of completion both from **University of California, Riverside** and **Global Association of Research Methods and Data Science**.

6. Who Will Benefit

- Working professionals who work in various field (e.g., marketing, manufacturing, engineering, finance, healthcare, government) and want to increase personal competency via big data and AI.
- Company managers and leaders who want to optimize the business performance with technology.
- Students who want to pursue a data-relevant career path.

7. Learning Outcomes:

- To shift the mindset to adapt to the new challenges and opportunities occurred in the digital transformation of industries
- To gain a deep understanding of data analytic workflows that serve as the foundation for utilizing data to generate value.
- To understand the process of transforming data into business insights.
- To apply the knowledge to solve real business problems and conduct data-driven decision making.
- To envision the future career paths in the field relevant to big data and AI.

8. Workshop Details

Time	Topic	Details
2 – 5pm	Instruction and Lecture	All participants will be together to undertake the lecture. Possible topics include: <ul style="list-style-type: none">• Innovative Methods and Ecosystem Approach• Turning a business problem to a data science problem: data science in real business• Generating actionable insights from data• Diverse career paths to a data-relevant position
5 – 6pm		Dinner in Hilton



6 – 8pm	Business Projects: Case Analysis	Participants will be divided to different classes (20 people/class) and conduct a small business project under the facilitation of experts. Possible breakout session topics include: <ul style="list-style-type: none"> • Healthcare • Customer Relationship Management • Non-profit/ Governance The project format is similar to the business case analysis.
8 – 8:30pm	Presentation, Award and Certificate Ceremony	In each class, each group will choose one representative to do the presentation and the facilitator will conduct a wrap-up session. The best performed groups will be awarded.

8. Instructor and Facilitators (Subject to Change)

Dr. Jeanne Holm

Jeanne Holm works at the cross-section of civic innovation, open data, and education. She is the Deputy CIO and Mayor's Senior Tech Advisor at the City of Los Angeles, working on issues ranging from homelessness to digital equity technology innovation, data and analytics, and public-private partnerships. As a senior consultant with the World Bank, she worked with governments throughout the world to build robust open data ecosystems and ensure transparency. She was the Evangelist for open data for the U.S. White House, leading collaboration and building communities on Data.gov with the public, educators, developers, and international and state governments in using open government data. She was the Chief Knowledge Architect at NASA, driving innovation through social media, virtual worlds, gaming, and collaborative systems, including the award-winning NASA public portal (www.nasa.gov). She is a Fellow of the United Nations International Academy of Astronautics and Distinguished Instructor at UCLA, leads several startups on education and social justice, and has more than 130 publications on information systems, knowledge management, and innovation.

Dr. Alex Liu

Dr. Alex Liu is RMDS Lab's chief scientist, and a data science thought leader certified by IBM and many other organizations. Before joined IBM as its Chief Data Scientist, Dr. Liu worked as a chief data scientist for a few companies including iSKY and Retention Science. Before that, Dr. Liu taught advanced analytics to Ph.D. candidates in the University of Southern California and the University of California at Irvine, while consulting for many well-known organizations such as the United Nations and Ingram Micro. Alex has an M.S. in Statistical Computing and a Ph.D. in Quantitative Sociology from Stanford University.

Dr. Sijun Wang

Sijun Wang is a professor of marketing at Loyola Marymount University and chair of the Department of Marketing and Business Law. Before joining the College of Business Administration faculty in 2010, she was an associate professor of marketing at California State Polytechnic University. Wang is a member of the American Marketing Association and Academy of Marketing Science Association.

9. About Certificate Institutions

University of California, Riverside Extension School

As a member of the world's most prestigious public university system, UC Riverside ranks among the top 1% of universities worldwide extension provides continuing education and specialized certificate courses to nearly 30,000 learners per year to meet workforce training needs, to educate international students, and to provide intellectual enrichment for community members. For more information, visit

<https://extension.ucr.edu/>



Global Association for Research Methods and Data Science

Global Association for Research Methods and Data Science is the leading community-centered data science research organization, creating a global platform which enables people to meet, learn, and collaborate with fellow data science professionals to solve problems. Founded in 2009 by IBM Chief Data Scientist Alex Liu, the company is headquartered in Pasadena, CA with partners worldwide for serving more than 33,000 members and affiliates around the world. For more information, visit www.grmds.org