

W E L C O M E

# PEOPLE ANALYTICS CONFERENCE 2023



Wharton  
UNIVERSITY of PENNSYLVANIA



# Full Program Schedule

MARCH 29, 2023 | THE RITZ-CARLTON, PHILADELPHIA | 9AM- 5PM (EDT)

We are thrilled to share this year’s program, designed to help us build better work for all of us.

\*Please note that all conference sessions will take place in the Grand Ballroom.  
Schedule below is subject to adjustments as we lead up to conference day.

8:00 AM	Registration + Breakfast	Registration – Hotel Lobby Breakfast – Petite Pre-function and Ballroom (2nd floor)
CONFERENCE		
9:00 AM	Conference Opening Remarks	Nancy Rothbard David Pottruck Professor, Professor of Management, Deputy Dean, The Wharton School
9:05 AM	<b>The Next Ten Years</b> As we mark the 10-year anniversary of this conference, it is clear that people analytics continues to be in a state of constant evolution. To help us take stock of where people analytics has been and where it is going, we welcome back two of our very first speakers, Dawn Klinghoffer and Prasad Setty. From their vantage points at Microsoft and Google, respectively, Dawn and Prasad are uniquely positioned to help us consider how people analytics has evolved in the past decade, which new techniques are transforming our understanding of our organizations, and how data-driven insights have been—and will continue to be—used to address an ever-expanding range of organizational challenges.. <b>Dawn Klinghoffer</b> Vice President, HR Business Insights, Microsoft <b>Prasad Setty</b> Former Vice President for People Analytics, Google <b>Moderated by Matthew Bidwell</b> Xingmei Zhang and Yongge Dai Professor, Professor of Management at The Wharton School of The University of Pennsylvania Faculty Co-Director, Wharton People Analytics	
9:31 AM	<b>The New Employee Activism</b> Labor leader Sara Steffens joins Professor Peter Cappelli to discuss the new landscape of employee activism. Brought on by the pandemic, fundamental shifts in the way work is organized, and a growing commitment to social justice, we are seeing organizing efforts emerge in new organizations and industries, holding employers accountable for much more than wages, hours and working conditions. Where is this going? And what are the implications for employers and employees alike? Steffens joins the conversation as a journalist and seasoned organizer, bringing decades of front-line experience and a strong voice for the worker. <b>Sarah Steffens</b> Secretary-Treasurer at Communications Workers of America <b>Peter Cappelli</b> George W. Taylor Professor, Professor of Management at The Wharton School of The University of Pennsylvania, Director, Center for Human Resources	

9:53 AM

**The No Club: Putting a Stop To Women’s Dead-End Work  
(How dead-end work derails careers and ways to fix that)**

All organizations have work that few employees want, low impact assignments like proofing documents, onboarding new staff, screening interns, attending to that time-consuming client, or simply helping others. Women are disproportionately asked and expected to do this “non-promotable work,” which leaves them overcommitted and underutilized as companies forfeit revenue, productivity, and top talent.

Lise Vesterlund, professor of economics and co-author of *The No Club*, will explain what non-promotable work is, how and why it affects women disproportionately, and what we can do to make smarter decisions about the work we take on. She will also address how organizations and managers can benefit from reassessing how they assign and reward work.

**Lise Vesterlund**

Co-author of *The No Club: Putting a Stop to Women’s Dead-End Work*  
Andrew W. Mellon Professor of Economics at the University of Pittsburgh

10:14 AM

**The Digital First Future of Work**

The way we work has fundamentally changed, yet questions persist on the future of remote work, and how to not just determine organizational policy and practice, but also how to assess it. In this session, Christina Janzer, will share insights from the recent Future Forum Pulse survey of 10,000+ knowledge workers around the globe. She will then join Martine Haas for a discussion of its implications for making hybrid work work, building for diversity, equity, and inclusion, and measuring success in a digital-first world, while showcasing innovative practices from leaders at the forefront of the future of work.

**Christina Janzer**

SVP of Research & Analytics at Slack

**Martine Haas**

The Lauder Chair Professor  
Professor of Management at The Wharton School of The University of Pennsylvania,  
Anthony L. Davis Director, Joseph H. Lauder Institute for Management & International Studies

**BREAK**

10:42 AM

Enjoy a snack and connect with fellow attendees.  
**Location** – Grand Ballroom and Grand Ballroom Pre-function

11:07 AM

**Home Court Advantage – Promoting Pro-Level DEI**

Nzinga “Zing” Shaw’s address will focus on the ways that corporate organizations have proactively addressed forward-facing/public DEI challenges. She will provide the audience with real case studies that explore the problems that can occur when DEI isn’t a core component of an organization’s business model. Additionally, Shaw will help the audience to define and execute tangible actions for leaders to foster greater inclusion.

**Nzinga “Zing” Shaw**

Chief DEI Officer, The Recording Academy | GRAMMYs



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11:53 AM

**Navigating Uncertainty Through Art, Behavioral Science, and Nudges**

Author and head of content at Humu Liz Fosslien will walk through science-backed (and illustrated!) strategies individuals and leaders can implement to ground themselves when things are up in the air. She'll also share how she has confronted uncertainty in her own life, and why seemingly small nudges can have a profound impact on how we feel.

**Liz Fosslien**

Author of the national best-seller *Big Feelings* and the Wall Street Journal best-seller *No Hard Feelings*  
Head of content and communications at Humu

12:15 PM

**Algorithmic Bias**

Artificial intelligence is resetting the value equation in countless professions, but to what end? In this two-part session, Cathy O’Neil first offers a provocation: As AI replaces bureaucracies in every major industry, we can either take the opportunity to automate the status quo, with all of its historical baggage, or to deliberately true up the machines to our stated values. Which path will we choose? Which values could we even agree on? After challenging us to think deeper about what it would truly take to harness AI for good, Cathy joins University of Penn Professor Lyle Ungar for a conversation at the exciting but fraught intersection between AI and people analytics.

**Cathy O’Neil**

CEO of ORCAA, Author of the New York Times best-seller *Weapons of Math Destruction* and *The Shame Machine*

**Tom Adams**

Chief Operating Officer/General Counsel, ORCAA

**Lyle Ungar**

Associate Professor of Computer and Information Science, Professor of Chemical and Biomolecular Engineering, Professor of Electrical and Systems Engineering, Professor of Operations, Information and Decisions, Professor of Genomics and Computational Biology at the University of Pennsylvania

**CURATED CONNECTIONS NETWORKING LUNCH**

12:53 PM

We are excited to announce that this year’s Curated Connections topics are now open for selection! Curated Connections are carefully-crafted small-group discussions held over lunch and have been a key highlight of our conference! These discussions enable you to create meaningful connections while exploring a topic of shared interest with our audience of industry experts, cutting edge researchers, and highly motivated students.

All registered attendees are invited to select the topics that are of most interest to them. The Conference Team will use this information to place participants with shared interests together.

1:53 PM

**Presentation of the Winning Case Competition Submission**

**Introduction by Teach for America**

Presentation by the Case Competition Winning Team



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2:10 PM	<b>Data Visualization</b> Data can help us make sense of reality—but first we need to make sense of the data. And for that purpose, nothing beats what one historical government leader called “the magic of graphs.” From a chart that helps students master the periodic table of elements to a curve that traces the rise and fall of pandemic waves, a well-designed graphic “informs the mind, awakens the imagination, convinces.” Few people today understand that better than Amanda Cox, the Head of Special Data Projects at USAFacts and former editor of the New York Times data journalism section The Upshot. In this session, Amanda draws on examples and her experience to illustrate the art of effective data visualization.  <b>Amanda Cox</b> Head of Special Data Projects, USAFacts	
2:26 PM	<b>White Paper Competition Winner</b>	TBD!
2:38 PM	<b>Good Power</b> In this two-part session, we explore the cultivation and use of power from the leadership seat. Beginning with an excerpt from Adam Grant’s upcoming interview with longtime IBM CEO Ginni Rometty, we consider her framing of Good Power and how it can be leveraged to advance people and organizations. Following that, ASU Professor Ned Wellman and Wharton Professor Samir Nurmohamed explore together how Good Power is successfully cultivated and harnessed.  <i>Pre-recorded conversation between:</i> <b>Adam Grant</b> Organizational psychologist at Wharton, #1 NYT bestselling author of <i>THINK AGAIN</i> , and host of the TED podcast WorkLife  <b>Ginni Rometty</b> Former Chairman and CEO of IBM, Co-Chair at OneTen, Author of <i>Good Power: Leading Positive Change in Our Lives, Work, and World</i>  <i>Followed by a live talk with:</i> <b>Ned Wellman</b> Associate Professor of Management and Entrepreneurship at Arizona State University  <b>Samir Nurmohamed</b> , Associate Professor of Management, The Wharton School	
BREAK		
3:09 PM	Enjoy a snack and connect with fellow attendees.  <b>Location</b> – Grand Ballroom and Grand Ballroom Pre-function	
3:34 PM	<b>Generative AI and the Disruption of Work</b> Join Ethan Mollick, Associate Professor of Management at Wharton and Co-Founder of Wharton Interactive, as he shows you how GPT-4 and Bing AI can revolutionize human resources and empower your workforce. Learn how these cutting-edge artificial intelligence tools can help you automate tasks, generate insights, enhance creativity, and improve communication. Mollick will also demonstrate how GPT-4 and Bing AI work in real-world scenarios and how they can transform work in many unexpected ways.  <b>Ethan Mollick</b> Ralph J. Roberts Distinguished Faculty Scholar Associate Professor of Management at The Wharton School of The University of Pennsylvania Academic Director, Wharton Interactive	

3:45 PM	<p><b>Mental Health at Work</b></p> <p>Employers are inextricably linked to the mental health of their people, yet the social stigma and misunderstanding of mental disorders has traditionally hindered the mission to create healthier and more successful organizations. Drawing on recent advances in data-driven research, Lamar will explore the norms, policies, and practices that can help organizations navigate this precarious yet crucial domain. He will also explain how the personal journeys of many like him reflect a bright horizon for finding solutions that both strengthen organizations and improve human lives.</p> <p><b>Lamar Pierce</b>  Organization Science Editor-in-Chief  Beverly &amp; James Hance Professor of Strategy, Olin Business School,  Washington University in St. Louis</p>
4:02 PM	<p><b>Making Big Decisions for the Long Run</b></p> <p>In this fireside chat with author, speaker, decision strategist Annie Duke, Vanguard’s former Chairman and CEO Bill McNabb helps us all better understand the dynamic tension between short-term and long-term choices in leadership.</p> <p><b>Bill McNabb</b>  Retired Chairman and CEO of Vanguard</p> <p><b>Annie Duke</b>  Author. Speaker. Decision Strategist</p>
4:28 PM	<p><b>Analytics &amp; Leadership</b></p> <p>Kwesi Odofo-Mensah is celebrated as the first “analytics” GM in the not-always-so-forward-thinking NFL. How does a new leader blend the potential of analytics with the wisdom of traditional decision-makers? Is it possible to build a culture that is both “tough” and “smart”? And what are the key challenges as one moves from being the analyst to the boss? While Odofo-Mensah is navigating these issues on the very public stage of professional sports, they are relevant for all of us. In this conversation with Professor Cade Massey, Odofo-Mensah will reflect on his experience from what many consider the frontier of people analytics.</p> <p><b>Kwesi Adofo-Mensah</b>  General Manager of the Minnesota Vikings</p> <p><b>Cade Massey</b>  Practice Professor, Faculty Co-director, Wharton People Analytics,  Faculty Co-Lead, Wharton Sports Analytics and Business</p>
5:00 PM	<p><b>Closing Remarks</b></p> <p><b>Matthew Bidwell</b>  Xingmei Zhang and Yongge Dai Professor, Professor of Management at The Wharton School of The University of Pennsylvania  Faculty Co-Director, Wharton People Analytics</p>
BREAK	
5:00 - 6:30 PM	<p><b>Cocktail Reception</b></p> <p><b>Location</b> – Petite Pre-function and Ballroom (2nd floor)</p> <p>Join us as we toast the conclusion of the 10th Annual Wharton People Analytics Conference.</p>



# Our website playlist, and a QR Code, app download instructions

## CONNECT WITH WHARTON PEOPLE ANALYTICS DURING AND AFTER THE CONFERENCE

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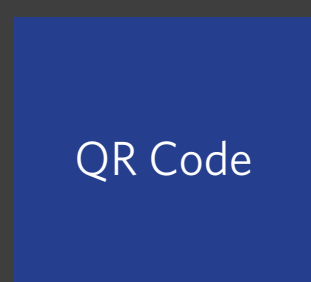
### Playlist

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### QR Code



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