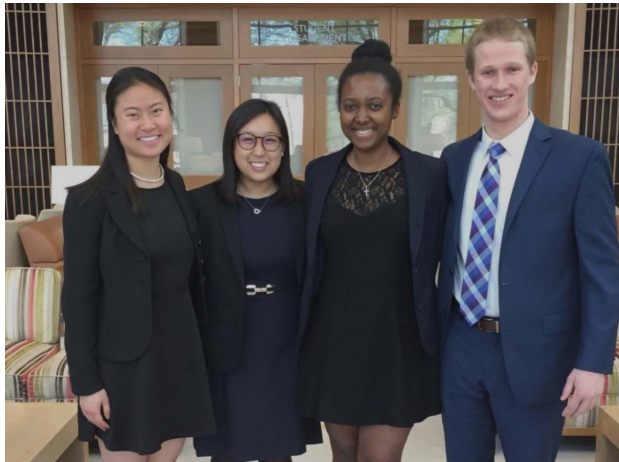


Ashley Ahimbisibwe / Samuel Cavender
Wake Forest Marketing Analytics Summit
April 2017



Our group had the privilege to attend the Wake Forest Marketing Analytics Summit and represent the University of Notre Dame in their highly esteemed competition. Over the course of the weekend, we got to hear presentations and panel discussions involving leaders in the marketing industry, and gain insights into how it is rapidly evolving. One of the biggest changes currently happening is a growing focus on data analytics in corporate marketing departments. It is becoming critical that these departments adapt their recruiting to meet the changing demands, and that was the problem that our team was tasked with exploring. Prior to attending the summit, we were given a case study which asked us to come up with a unique solution that will allow the marketing industry to attract and retain top young

talent, when fields that are seen as more analytical, such as finance or accounting, are currently pulling that talent out of marketing in business schools across the nation. We worked extremely hard to come up with a plan of action, and put together a presentation that was both compelling and clean. We had the opportunity to present our plan at the Summit to a panel of industry experts, including the presidents of the ANA and AEF, and the CMO from Bank of America.

This was an extremely rewarding experience in an academic sense. When analyzing the case and putting together our plan of action, we were able to apply a lot of what we have learned in both business and mathematics. Our ACMS education was enriched as we worked with primary data that we gathered ourselves.

We sincerely appreciate the ACMS department's willingness to support our education both in and outside of the classroom. Without that support, we would not have been able to participate in this event.

Rodrigo Benavides
Data Science Conference
April 2017

I learned so much about the industry in this conference, in both the academic and professional sense. Data scientists from Facebook, Microsoft and AT&T all presented how the industry is transforming to meet the demand for data analysis.

Because of this conference, I was able to network with industry specialists and my conversations with them helped me not only develop a better sense of the industry, but has also helped me in my new job at Vector (a brokerage and wealth management firm based in Monterrey, Mexico) as a data scientist for their new analytics department. In addition, this conference helped confirm my professional interest in data science and I am proud to have been admitted to the Notre Dame Data Science Master's program starting in August 2018.

In addition to my own funding, the ACMS department was the only institution to provide me with financial support to attend this conference.



Sarah Cruz
Marketing Edge Collegiate Summit
June 2017



The Marketing Edge Summit in New York City was hosted by Fordham University from June 4-7, 2017. The conference consisted of networking events, resume workshops, and many influential speakers who were at the peak of their marketing careers. The conference also included access to the EDGE Awards at New York's PlayStation Theatre. The EDGE Awards pay tribute the best in the marketing industry and included representation from IBM, Uber, Wunderman, and Northwestern's IMC Spiegel Digital & Database Research Center.

When I first declared my supplementary major in ACMS, I was unsure how it would relate to my marketing major. However, after attending this conference, I am confident that my choice to partner marketing with ACMS was strategic and will be very helpful in my professional endeavors. A large part of this confidence came from listening to the speakers. For instance, John Deighton, a professor at Harvard Business School, stressed the importance of having a deeper understanding of consumers to build a strong brand. He said that the only way to fully understand a target market is to speak the language of statistics. In addition, Rachel Trenchard, a senior analyst at PHD Media, suggested knowing R and some coding languages such as C++ and Python to become a competitive marketer in today's job market. Suddenly, my Statistical Methods and Scientific Computing courses seemed more relevant, since there were professionals who were endorsing this type of education. I look forward to my senior year of ACMS courses, as I know they will be relevant to the type of marketing analytics jobs I am interested in.

All funding not covered by the conference was received from the ACMS department.

Nicolle Ho
Organization for Economic Cooperation and Development
January 2018



In January 2018, I had the opportunity to consult at Organization for Economic Cooperation and Development based in Paris, France. OECD is an intergovernmental organization that strives to promote policies that will improve the economic well-being of people around the world. They solve socio-economic problems by collecting data, conducting analysis, and using insights to influence policy. During my external consultancy, I worked on the Climate, Biodiversity, and Water team. At the time, CBW was working to produce a research paper and a general audience brochure for the upcoming World Water Forum. I contributed to these publications by creating informational charts and graphics. I used OECD's internal databases in conjunction with Excel to illustrate the amount of water-related technologies across the top producing countries. Additionally, I created aesthetic infographics to emphasize the importance of water conservation, investment, and quality in global health. I received constructive criticism from my peers and superiors, then incorporated their feedback into my drafts. In my free time, I engaged with my colleagues to discuss their experience and reflect on my own trajectory.

The ACMS department equipped me with a solid foundation in data analysis and manipulation, and it furthermore prepared me to visualize and communicate my data at OECD. As a result of the department's support, I had an invaluable experience that shaped my career plans.

This opportunity was graciously funded by the ACMS Department's Professional Development Award.

Lana Zhou

Bitcoin and Digital Currency Revolution at LDJ Capital

June 2017 – November 2017

I participated in a research project assigned by the CEO David Drake. I conducted industry research in blockchain and evaluated cryptocurrency investments portfolio. I also researched Initial Coin Offering (ICO) projects, identified investment opportunities, and examined the risks because the CEO was interested in launching his ICO project. On Sep. 14th, I flew to New York City and reported my work. The internship experience gave me exposure to financial markets and I applied the quantitative analytical skills that I gained from ACMS courses. ACMS 30600 and ACMS 30530 were really helpful, and I took ACMS 40842 Time Series this semester to learn about time series and modeling in R further. The internship experience and my Applied Math background helped me get the internship at Goldman Sachs Sales and Trading for next summer in New York City.

The experience gave me more motivation to learn about Applied Mathematics methods, and a clearer direction to apply what I learned in class to my work. The modeling skills I developed throughout ACMS courses were extremely helpful.

The ACMS Department's Professional Development Award helped make this opportunity possible.

Jeremy Dorsey
SABR Analytics Conference
March 2018

This conference was a once in a lifetime opportunity for me. The point of the conference was for me to meet and connect with so many people both who work within the Major League Baseball industry and were students like myself. I also learned a lot from the people I connected with and the panels in which I listened. I am able to take what I have learned and apply it to my studies in order to make myself a better candidate now and in the future to potentially obtain an internship. Through the conference, I was also able to sharpen my communication skills, elevator pitch, and connection skills. Being a statistics major, the conference really gave me ideas of ways to expand my knowledge on my own.

This conference was partially funded by my ACMS Professional Development Award.