

Welcome!

The American University of Beirut, one of the oldest higher education institutions in the Middle East, introduced business education in 1900.

The Suliman S. Olayan School of Business was established as an independent school of business in 2000.

Today, the school is **transforming business thinking in the MENA region** through its world-class programs, research hubs, and initiatives covering a wide range of research areas.

Women in Data Science (WiDS) Conference @AUB

Agenda

WELCOME

MASTER OF CEREMONIES

Dr. Lina Daouk-Öyry
WiDS co-ambassador
Associate Professor
Olayan School of Business, American University of Beirut
Visiting Researcher, Aalto University

2:00 pm – 2:02 pm 2 min

WIDS @AUB WELCOME

Lama Moussawi, PhD
WiDS @AUB ambassador
Associate Dean for Research, Associate Professor
Olayan School of Business, American University of Beirut

2:02 pm – 2:04 pm 2 min

AUB WELCOME

Fadlo R. Khuri, MD
President
American University of Beirut

2:04 pm – 2:06 pm 2 min

OSB WELCOME

Yusuf Sidani, PhD
Interim Dean
Olayan School of Business
American University of Beirut

SESSION I: DATA SCIENCE IN BUSINESS

Moderated By
Hoda Daou, PhD
 WiDS@AUB co-ambassador
 Head of Applied Analytics
 MBC Media Solutions
 Dubai UAE

2:06 pm – 2:10 pm 4 min **SESSION PREAMBLE**

2:10 pm – 2:30 pm 20 min **KEYNOTE**

Francoise Provencher, PhD
 Staff Data Scientist | Shopify
 Montreal, Canada

On Data Storytelling in a Time of Crisis

2:30 pm – 2:45 pm 15 min **KEYNOTE Q&A**

PANEL: HOW BUSINESSES ARE RE-INVENTING THEMSELVES: LEARNINGS FROM LOCKDOWNS AND THE WAY FORWARD

Moderated By
Hoda Daou, PhD
 WiDS@AUB co-ambassador
 Head of Applied Analytics | MBC Media Solutions
 Dubai UAE

2:45 pm – 3:30 pm 45min **Amber Ghaddar, PhD**
 Founder | AllianceBlock
 London, UK

Francoise Provencher, PhD
 Staff Data Scientist | Shopify
 Montreal, Canada

Laura Chaibi
 International Specialist:
 Digital Research, Insights
 and Measurement
 Dubai, UAE

Ghida Ibrahim, PhD
 Quantitative Engineer | Facebook
 London, UK

3:30 pm – 3:45 pm 15 min **Q&A**

3:45 pm – 3:50 pm 5 min **BREAK**

SESSION II: DATA SCIENCE IN HEALTH

Moderated by
Souha S. Kanj, MD, FACP, FIDSA, FRCP, FECMM, FESCM
 Professor of Medicine,
 Head, Division of Infectious Diseases
 Department of Internal Medicine
 Chair, Infection Control and Prevention Program
 Co-Director, Antimicrobial Stewardship Program
 American University of Beirut Medical Center
 Consultant Professor, Duke University Medical Center, Durham, NC
 Honorary Dr, Radboud University Medical Center, NL

3:50 pm – 3:55 pm 5 min **SESSION PREAMBLE**

3:55 pm – 4:15 pm 20 min **TALK**

Rana Hajjeh, MD
 Director, Program Management (DPM)
 World Health Organization/EMRO
 Cairo Egypt

On The critical role of data for better preparedness and response to epidemics: Lessons from the COVID-19 pandemic

4:15 pm – 4:20 pm 5 min **TALK Q&A**

4:20 pm – 4:40 pm 20 min **TALK**

Maha R Farhat, MD
 Assistant Professor of Biomedical Informatics
 Harvard Medical School
 Harvard University
 Boston, MA

On Pathogen sequencing revolutionizes surveillance of infections: Can we make it even better?

4:40 pm – 4:45 pm 5 min **TALK Q&A**

4:45pm – 5:05 pm 20 min **TALK**

Carla Talarico, PhD
 Senior Director, Lead Epidemiologist,
 COVID-19 Vaccines at Moderna
 Moderna
 Cambridge, MA

On Big data to help a big problem: Use of real world data and bioinformatics to show effectiveness of COVID-19 vaccines and track SARS-CoV-2 variants

5:05 pm – 5:10 pm 5 min **TALK Q&A**

5:10 PM – 5:15 pm 5 min **BREAK**

5:15 pm – 6:00 pm 45 min

PANEL: DATA, BIG DATA, MEGA DATA, AND COVID-19

Moderated by

Souha S. Kanj, MD, FACP, FIDSA, FRCP, FECMM, FESCM

Professor of Medicine,

Head, Division of Infectious Diseases

Department of Internal Medicine

Chair, Infection Control and Prevention Program

Co-Director, Antimicrobial Stewardship Program

American University of Beirut Medical Center

Consultant Professor, Duke University Medical Center, Durham, NC

Honorary Dr, Radboud University Medical Center, NL

Maha R Farhat, MD

Assistant Professor of Biomedical Informatics

Harvard Medical School

Boston, MA

Rana Hajjeh, MD

Director, Program Management (DPM)

World Health Organization/EMRO

Cairo Egypt

Carla Talarico, PhD, MPH

Senior Director, Lead Epidemiologist,

COVID-19 Vaccines at Moderna

Moderna, Cambridge, MA

Carine Sakr, MD, MPH

Director Employee Health

Assistant Professor of Medicine

Chair, Expert Committee on COVID-19

American University of Beirut

Assistant Professor-Adjunct, Yale University School of Medicine

Connecticut, USA

Mariette Awad, PhD

Associate Professor, Machine Learning

Maroun Semaan Faculty of Engineering and Architecture

American University of Beirut

6:00 pm – 6:20 pm 20 min

PANEL Q&A

6:20 pm – 6:30 pm 10 min

BREAK

6:30 pm – 7:00 pm 30 min

PANEL: FACEBOOK RECRUITMENT SESSION

Moderated by

Mariette Awad, PhD

WiDS AUB co-ambassador

Associate Professor

Maroun Semaan Faculty of Engineering and Architecture

American University of Beirut

7:00 pm – 7:25 pm 25 min

Q & A

7:25 pm – 7:30 pm 5 min

CLOSING

Lama Moussawi, PhD

WiDS @AUB ambassador

Associate Dean for Research

Associate Professor

Olayan School of Business

American University of Beirut

