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Speakers (SHMC) - 2015



Keith B. CARTER enjoys making the lives of others easier with technology and is an avid sportsman, author, private pilot, fencer, and family man. He has spent most of his life in New York till moving to Singapore in 2012.

Keith is Visiting Senior Fellow of Decision Sciences and Affiliate Professor of the Business Analytics Center at the prestigious National University of Singapore Business School, where he has taught companies on Innovation and Actionable Intelligence including GUCCI, Panasonic, China Construction Bank.

His research brings together innovations in Financial Services and Supply Chain to deliver Actionable Intelligence.

He is also principal advisor to KPMG and board member of Mentorica Technology (a retail sales, mobile, big data solution provider).

Prior to moving to APAC, he worked at the Estee Lauder Companies as head of Supply Chain Intelligence, and in Accenture in financial services (Goldman Sachs) and government.

His book Actionable . Intelligence : A Guide To Delivering Business Results with Big Data Fast! By WILEY 2014 is acclaimed by business leaders from P&G, McDonalds, PayPal, ANZ Bank, and more.

Keith has a Bachelor's in Electrical and Computer Systems Engineering from Rensselaer Polytechnic Institute and a Master's in Business Administration from Cornell University.

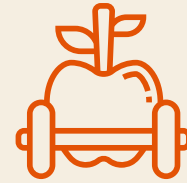
Synopsis

Logistics and insurance companies have increasingly relied on acquiring data from delivery trucks to make better decisions using Actionable Intelligence. Ambulance companies deliver people in time-sensitive manners. I will share a business case example, share why, and how to.

Then hold a discussion about the value of telematics, usage in Singapore, what the data could be used for and what other data is needed to optimize ambulance service even more.

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