

## **Data Science Workshop for Undergraduate Students (Virtual Event)**

### **Data Science Career Panel Participants**

### **November 13, 2020**

**Forough Ghahramani, EdD**, Associate Vice President for Research and Innovation, EDGE  
(Panel facilitator)

**Laura Glotzbach**, Founder and President, LGS Marketing Services

**Mark McKoy**, Vice President of Operations, Aqua

**Laila Rehan**, Strategic Go to Market Leader and Client Partner IQVIA

**Sven Serneels**, PhD Senior Director, Aspen Technologies



Laura Glotzbach  
Founder and President, LGS Marketing Services

*Laura Glotzbach has 22 years of marketing experience with a focus on direct response advertising and campaign analytics. She spent 10 years working in several of the top New York advertising agencies (Wunderman, MEC Interaction and Neo@Ogilvy) before branching out and starting her own marketing analytics firm. While working in the various advertising agencies, she honed her skills for client service, an automated system that links various data sources together to enable direct response optimizations to occur seamlessly. Industry experience ranges with clients in Pharmaceutical, Telecommunications, Finance, Technology, Education, Security and Public service industries.*

*Laura graduated from Rider University with a Business degree in Advertising. She is also Certified in Training as a Consultant from New York University. She has completed the Business Analytics: From Data to Insights certificate program from The Wharton School and the Women in Leadership certificate program from Cornell. She is on the Executive Board of the Gail Bierenbaum Women's Leadership Council at Rider University, an Executive in Residence for the Norm Brodsky College of Business at Rider University and Co-chair of the Rider Business Analytics Advisory Council. She has also just started her first semester of Graduate School. She is attending Penn State for a Master of Professional Studies, Psychology of Leadership.*



Sven Serneels, PhD  
Senior Director, Data Science at Aspen Technology, Bedford, MA

*At Aspen Technology, Sven Serneels heads the Data Science team that focuses on Engineering, Manufacturing and Supply Chain solutions. The team delivers data science and artificial intelligence components for Aspen Technology's next generation software that helps industrial customers realize their full digital potential through industrial strength AI.*

*Before joining the Aspen Technology, Sven spent over twelve years at BASF and Shell combined, fulfilling different roles that encompass operations and technology management, as well as data analytics. In his last role at BASF, Sven managed a team that focused on artificial intelligence applied to materials science. Among other topics, his team built artificial intelligence solutions to design new product formulations which met specific customer application requirements. Prior to that Sven was a data science manager, developing Advanced Business Analytics solutions, such as price forecasting and trading algorithms.*

*Besides his role at Aspen Technology, Sven is also a technology advisor for the young San Francisco-based startup TactileAI.*

*Sven is also a published scholar with more than fifteen years of publications in data science journals. Sven holds a PhD in Science from the University of Antwerp, Belgium. His PhD thesis focused on developing new predictive analytics with application to chemometrics and analytical chemistry.*



Laila Rehan  
Client Partner, IQVIA

*Laila Rehan is a Client Partner at IQVIA, The Human Data Science Company. Laila is responsible for the commercial go-to-market strategy for Life Sciences clients. In her role, she is responsible for helping customers drive healthcare - and human health - forward by utilizing data, technology, advanced analytics and expertise. Prior to joining IQVIA, Laila has held roles in Business Development and Sales Enablement at IBM Watson Health. She has spent her career partnering across the Life Sciences value chain with stakeholders at pharmaceutical, medical device, and biotech companies. Laila holds a Bachelor of Science degree in Public Health from Rutgers University and a Master in Biomedical Sciences from the University of Medicine and Dentistry of New Jersey.*



Mark McKoy  
Vice President Operations at Aqua

*Mark Mckoy is Vice President for Operations at Aqua. He is a strategic and visionary utility executive with 18+ years with extensive background developing and executing strategic plans, business transformations and delivering results with full P&L responsibility for SUEZ NA's largest regulated Utility. Including 3+ years of corporate governance experience serving non-for-profit organizations.*

*Known as a strong leader that inspires and develops future leaders by increasing accountability, business awareness and building strong alliances across teams by balancing operations, risk management and internal controls to achieve objectives that enhance company, shareholder and customer value.*



Forough Ghahramani, EdD  
Associate Vice President for Research, Innovation, and Sponsored Programs, Edge

*Forough is Associate Vice President for Research, Innovation, and Sponsored Programs for Edge. As chief advocate for research and discovery, Forough works to address the needs of the research community by identifying access to advanced cyberinfrastructure resources, expertise, and programs available through local, regional, and national platforms. Forough was previously Associate Director of the Rutgers Discovery Informatics Institute (RDI2), where she led the administration of the Institute and the development of the outreach and educational programs focused on big data and large-scale computing. Forough's experience in higher education also includes previously serving as associate dean and department chair, new program development, teaching, and accreditation. Prior to joining academia, she held senior level engineering and management positions at Hewlett Packard and consulted to Fortune 500 companies.*

*Forough's education includes a doctorate in Higher Education Management from the University of Pennsylvania, an MBA in Marketing from DePaul University, MS in Computer Science from Villanova University, and BS in Mathematics with a minor in Biology from Pennsylvania State University.*

*As a trailblazing woman in STEM innovator and entrepreneur, Forough is consulted on the state, national, and international levels related to STEM workforce development strategies, and has done extensive work to evaluate the policies and programs that shape vibrant innovation ecosystems. She has served in leadership roles in educational*



*and non-profit boards, and professional associations, such as AWIS, SWE, and IEEE Women In Engineering (WIE). Forough is a senior member of the IEEE Computer Society.*

*Forough's research interests include, "bioinformatics, the challenges and opportunities associated with the convergence of biotechnology and information technology", "models for federated data sharing", and "fostering diversity and inclusion in the university innovation ecosystem."*