

WORKSHOP 4



TUESDAY
OCTOBER 15
9:00am-4:00pm

LEVEL 500 COURSE

B2B AND B2C THEMED

PRESENTED BY:

DEMYSTIFYING THE POWER AND APPLICATION OF MACHINE LEARNING AND AI FOR PRICING: Breaking Down the Truth of Data Science and How it Can be Applied for Improved Pricing

With buyer expectations ever-rising and digitalization continuing to drive increased price pressure, staying competitive requires leveraging innovative capabilities across all fronts of your organization – especially pricing. In this workshop, you'll discover why applying artificial intelligence (AI) to pricing is more relevant than ever. Dr. Michael Wu will break down the hidden truth behind big data, data science, and what data scientists really do. Bill Dudziak will help participants to consider the areas within their pricing and sales processes with greatest potential to benefit from AI and provide perspectives on designing an effective segmentation model. Dr. Wu will end the day with inspiration for how your organization can enable effective and continuous improvement learning through the power of AI.

This workshop is primarily for pricers working in business-to-business (B2B) industries, but the strategies and tactics discussed are of use to business-to-consumer (B2C) pricers as well. This workshop is best suited for those pricing practitioners with a moderate or intermediate level

ATTENDEES WILL LEARN:

- Why leveraging artificial intelligence for pricing is more relevant than ever
- The truth behind big data, data science, and what data scientists *actually* do
- How to consider where you can apply AI to your pricing and sales processes



DR. MICHAEL WU

Chief AI Strategist, PROS

Dr. Michael Wu is a passionate data science thought leader, strategist, author and international speaker. He joined PROS recently as Chief

AI Strategist to help other companies outperform their competitors via the use of big data, machine learning, and AI. His research spans many areas, including customer experience, CRM, online influence, gamification, and digital transformation. His R&D won him the recognition as an "Influential Leader" by CRM Magazine along with Mark Zuckerberg and other industry giants. Wu received his triple major undergraduate degree and his PhD from the University of California Berkeley.



BILL DUDZIAK

Lead Strategic Consultant, PROS

William (Bill) Dudziak is a Lead Strategic Consultant for PROS where he supports companies to develop their vision and execution plan for pricing improvement. With nearly two decades of pricing leadership experience at Fortune 50 organizations like Whole Foods, Amazon and Home Depot, Dudziak has expertise in building out Pricing Centers of Excellence and driving pricing transformation with artificial intelligence. He is a graduate of Carnegie Mellon University and the Georgia Institute of Technology, and is a frequent conference speaker and guest lecturer on the topics of change management, data cleanliness, pricing strategy and analytics.

Workshop presentations are provided in a print copy workbook only and remain the proprietary property of each workshop speaker.

MORNING BREAK
LUNCH
AFTERNOON BREAK

10:15 am-10:45 am
12:00 pm-1:00 pm
2:15 pm-2:45 pm