



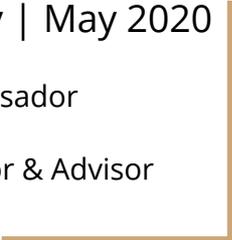
# Women in Data Science Conference WiDS at Lehigh

Lehigh Expo | Lehigh University | May 2020

Hannah Lee, Student Ambassador

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Professor Arielle Carr, Ambassador & Advisor



# Acknowledgements

- [Women in Data Science Conference Organizers at Stanford University](#)
- [The Office of Creative Inquiry](#)
- [The American Association of University Women Lehigh Student-Affiliated Group](#)
- [The Computer Science and Engineering Department](#)
- Student Ambassadors: William Peracchio, Ngan Tran
- Todd George, Jeanne Steinberg, Peggy Kane, Holly Zakos



**WOMEN IN DATA SCIENCE**  
BETHLEHEM

**Monday, March 2, 2020**  
Lehigh University  
Roemmele Global Commons  
11am - 8pm

The Women in Data Science is a one-day technical conference that provides an opportunity to hear about the latest data science-related research in a number of domains, learn how leading-edge companies are using data science for success, and connect with potential mentors and collaborators in the field.

**Livestream of keynote speakers and technical talks from Stanford University featuring regional events:**

**11am - 12 pm:**  
**Rebecca Wang**  
Apps, Texts, and  
Online Behavior: Gaining  
Consumer Insights from Data

**3:30 - 5:00 pm:**  
**Women in Data Science**  
Career Panel

## Women in Data Science

Special Event for the Bethlehem Community

Organized by:  
Computer Science & Engineering Department and the  
American Association of University Women

Sponsored by:  
The Office of Creative Inquiry



[Register Here!](#)

**WiDS Regional Event**



**WOMEN IN DATA SCIENCE**  
BETHLEHEM

## Keynote Speaker



**Rebecca Wang**

Assistant Professor  
Department of Marketing  
Lehigh College of Business  
[Full Bio Here](#)

Apps, Texts, and Online Behavior:  
Gaining Consumer Insights from  
Data with Machine Learning and  
Causal Research

**Monday, March 2nd**

**11am-12pm**

**Williams Hall - Roemmele Global Commons**

**What kind of marketing strategies can data on digital engagement and retail shopping reveal?**

In this WiDS talk, I focus on quantifying causal effects, e.g., how do customers' buying behavior change after adopting mobile shopping? I discuss that causal research can be enhanced by machine learning. Combining these disciplines, I showcase projects on topics ranging from mobile and digital channels to buying and search behavior, demonstrating ways to design and implement data-driven, multi-method studies and analyses that can help managers, researchers, and practitioners gain consumer insights.



Register for the  
event here:  
[bit.ly/widsehigh](https://bit.ly/widsehigh)

# Keynote Event:





**WOMEN IN DATA SCIENCE**  
BETHLEHEM

# Women in Data Science Career Panel



Dana Budzyn  
Co-Founder & CEO  
*Universal Basic Data Income*



Melissa Feeney  
Advanced Analytics Analyst  
*PVH Corp.*



Colleen Raftery  
Director  
*SAP Next-Gen*

**Monday, March 2nd**

**3:30-5:00pm**

**Williams Hall - Roemmele Global Commons**

An interactive career panel discussion  
about breaking into tech & data science  
followed by mentorship circles for  
one-on-one career advice



Register for the  
event here:  
[bit.ly/widslehigh](https://bit.ly/widslehigh)

# Panelist Bios

## **Colleen T. Raftery: Director, SAP Next-Gen**

An entrepreneurial, innovative professional with more than 25 years of extensive sales and business development experience, Colleen Raftery joined SAP in 2007 and has held several operational roles throughout the SAP Marketing organization since.

Working with customers and partners that have purpose at the heart of their business strategy is her passion. For the past eight years, Colleen has been part of SAP Next-Gen, a purpose-driven innovation university and community aligned with the company's commitment to the United Nations Sustainable Development Goals and supporting SAP customers across 25 industries and seven lines of business in more than 180 countries.

Colleen began her career in 1981 as a Management Trainee for Acme Markets. While raising her family, she was self-employed for 10 years as a personal trainer and consultant in the fitness industry.

As an active volunteer, Colleen supports events for Network for Teaching Entrepreneurship, a non-profit dedicated to preparing students in low-income communities to thrive through entrepreneurship training and education programs, as well as GENYOUth, a non-profit that collaborates with schools, communities, and businesses to improve nutrition and physical activity in children's lives.

Colleen earned her Bachelor of Science in Management from West Chester University in West Chester, PA, and an M.B.A. from Widener University in Chester, PA. She has been married to her husband Dan since 1982 and together they have three children, Dan, Colleen, and Brendan (Courtney), and two grandchildren, Chloe and Ben. In her spare time, Colleen has practiced yoga for 25 years.

## **Melissa Feeney, Advanced Analytics Analyst at PVH Corp.**

I graduated from Lehigh in 2016 with a B.S. in Marketing, with a desire to understand how the thoughtful analysis of data can impact the retail industry. Currently, I work as an Advanced Analytics Analyst within the Consumer Insights team at PVH Corp.- the parent company of Calvin Klein, Tommy Hilfiger, IZOD, True & Co., and Van Heusen. I work on a mixture of projects ranging from media campaign efficacy, optimization modeling, email campaign testing, and custom analytics reporting. I am an evangelist of data science within my organization, and desire to be a leader of change toward innovative techniques and strategies. The focus of my work revolves around deriving consumer insights from our data- who our customers are, what styles they are buying, why they are buying them, where they are buying them, and how they are buying them. I work as a kind of strategy consultant across PVH's entire business portfolio and distribution channels, which makes my work varied and interesting. Using a variety of statistical analyses and machine learning techniques, I study customer migrations, perform store clustering, segment customer groups, perform market basket analyses, evaluate customer lifetime value, mine text analytics, and identify bulk buyers. I analyze this data for valuable and actionable insights- whether that might be to better target certain customer groups, increase marketing communications, expand cross-product category merchandising or understand how retail and ecommerce customers differ from one another.

## **Dana Budzyn, Founder of UBDI**

Dana Budzyn is co-founder and CEO of UBDI, short for Universal Basic Data Income, a platform that enables secure and ethical data exchange and monetization. UBDI is working to disrupt the \$76 billion market research industry by offering companies accurate insights into consumer behavior.

Dana began her career as an intern at NASA's Jet Propulsion Laboratory in 2015. Her research on space technology was later published by SPIE, the International Society for Optics and Photonics Technology. A year later, Dana returned to NASA to investigate advanced UV imaging for astrophysics, planetary, and biomedical applications. In 2016, she won first place at the University of Sydney's MedTech Innovation Competition for designing a tunable mass damping system for tremors of varying frequencies.

In 2018, she gave a [TEDx](#) talk on "Owning your digital self: Monetizing your personal data" where she discussed how her own illness and experience led her to her passion for data empowerment and rights. Through her leadership of UBDI, Dana has been featured in *MarketWatch*, *Slate*, and *American Inno*.

Dana graduated from Lehigh University in 2018 with a bachelor's degree in bioengineering and biomedical engineering. She grew up in Los Angeles and now lives in Washington, DC. Follow her on Twitter at @danabudzyn.

# Panel Discussion

The panel will give attendees the opportunity to learn from both the corporate and academic experiences of our panelists. As our panelists each have a unique path into data science, their stories will be able to resonate with students across colleges who may be interested in tailoring their career towards data science. Students will have the opportunity to learn how to overcome certain challenges that women face in the technological industry. Topics to be addressed during this event will include: The challenges and opportunities for women in the technology industry

- Managing work-life balance
- Overcoming imposter syndrome
- Increasing and retaining diversity in the workplace, and its importance
- Mentorship for women in technology
- Ensuring that your voice is heard in the workplace
- Career paths for women in tech, or women seeking a career in tech

Following the Q&A session, we give participants a chance to receive one-on-one feedback on their resumes, interview tips, and networking skills from the panelists.

# Career Panel Event



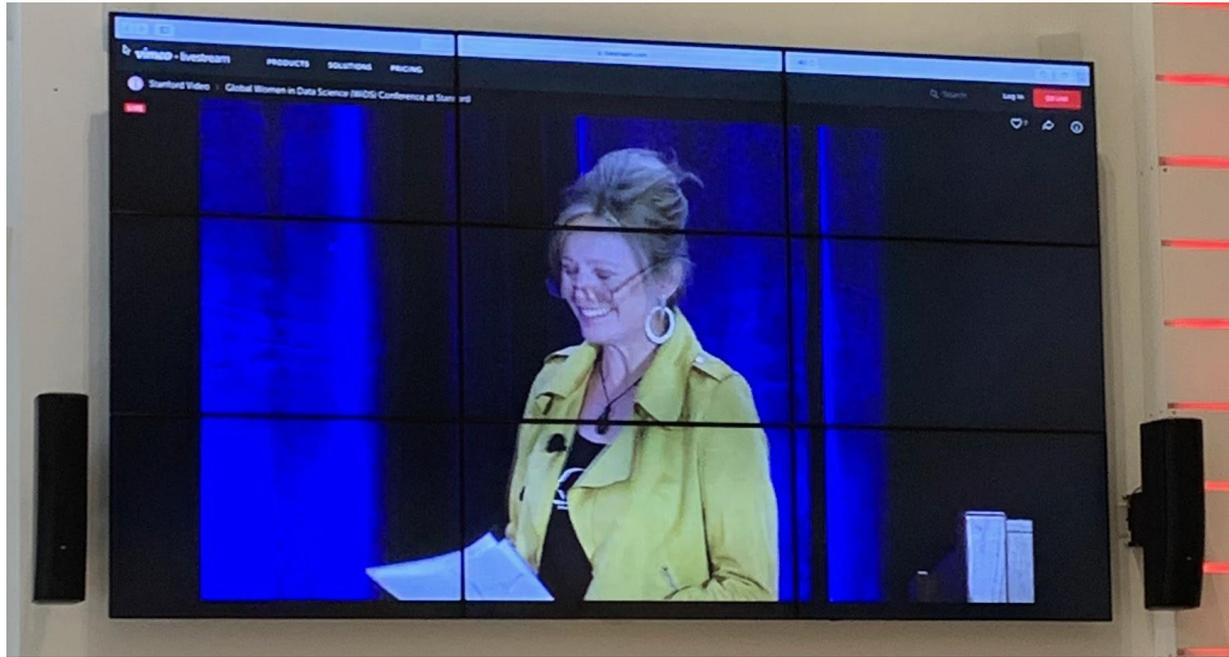
Q&A Session



Participants speaking with panelists after the Q&A session

# Publications

- [WiDS Regional Event Publication](#)
- [The Brown and White Article](#)
- [Student Ambassador Page](#)



Stanford organizers of WiDS announce Lehigh as ambassadors