



Sharpening Minds, Shaping Leaders
since 1982

(Exclusively for ASEP & SEP Alumni Only)



ASEP & SEP Executive Highlight Data Mining - Learning from Your Customer

August 22 - 23, 2009

EXECUTIVE EDUCATION

SCHEDULE

Saturday, August 22, 2009

- 12.00 • Check-in at Dusit Thani, Hua Hin
- 12.00 - 13.30 • Lunch at Dusit Thani, Hua Hin
- 13.30 - 16.30 • **Exclusive Address on “Data Mining - Learning from Your Customer”** by Assistant Professor Russell Walker, Ph.D.
- 18.00 - 21.00 • B-B-Q Seafood Dinner at Dusit Thani, Hua Hin

Sunday, August 23, 2009

- 06.15 - 10.00 • Breakfast at Dusit Thani, Hua Hin
- 07.00 - 12.00 • ASEP & SEP Network Golf at The Imperial Lake View Hotel & Golf Club or Sport Activities of your choice at the hotel*
- 12.00 - 14.00 • Lunch at Dusit Thani, Hua Hin
- Check - out and return to Bangkok

- * *The Green Fees at The Imperial Lake View Hotel & Golf Club and Sport Activities Fees at Dusit Thani, Hua Hin are Sasin's compliment.*
- Please complete the registration form and fax it to Sasin Executive Education (66) 02.216.1314 to ensure your pleasant and memorable reunion.
 - **Baht 12,000** for seminar materials, accommodation, four meals** and refreshment. (** Saturday lunch & dinner, Sunday breakfast & lunch).
 - There will be a special personal discount for **ASEP & SEP Alumni** who apply for **ASEP & SEP Executive Highlight 2009** as follows:
 - **Apply by June 30, 2009 will get 50% discount*** (Fee is Baht 6,000 only)
 - **Apply by July 30, 2009 will get 25% discount*** (Fee is Baht 9,000 only)
 - **Apply after July 30, 2009 will get regular fee at Baht 12,000.**
 - ***The registration fee is non-refundable.***
 - Reservation can be made with a crossed cheque payable to Sasin or money transferred to The Siam Commercial Bank Public Co., Ltd., Siam Square Branch, Savings Deposit Account No. 038-2-04022-1 for Sasin Graduate Institute of Business Administration. Please fax pay-in-slip to 02.216.1314 by June 30 & July 30, 2009
 - Extra charges:

Extra Bed	Baht 900
(per night) Extra (Standard) Room	Baht 4,000 (Saturday) (room only)
	Baht 3,000 (Sunday - Friday) (room only)
 - For reservation or more information, please contact :
Sasin Executive Education

Sasa Patasala Building, 10th Floor,
Phyathai Road, Pathumwan,
Bangkok 10330, Thailand
Tel : (66) 02.218.4004-8 Ext. 164-167
Fax : (66) 02.216.1314
E-mail : ExecEd@sasin.edu
www.sasin.edu/programs/execed/highlight

Assistant Professor Russell Walker, Ph.D.

*Visiting Clinical Assistant Professor of Managerial
Economics and Decision Sciences
Kellogg School of Management
Northwestern University*



Assistant Professor Russell Walker is Visiting Clinical Assistant Professor of Managerial Economics and Decision Sciences of Kellogg School of Management, Northwestern University and Assistant Director of Zell Center for Risk Research which develops new curriculum at the executive-level in Enterprise Risk Management, and Operational Risk Management. Assisting corporations with risk management strategies. Partnering with the Levy Institute for Entrepreneurial Practice on risk management for entrepreneurs. He received his Ph.D. in Engineering Systems from Cornell University in 1999.

His areas of specialty are Risk Management, Business Intelligence, Analytics, and Data Mining, Technology in Business, Business Development and Business Innovation.

CORPORATE Experience

Senior Strategist, Strategic Technology Group Capital One Financial, Inc. (NYSE: COF)

Corporate Research Leadership

Leader and founder of the New Decision Paradigms enterprise-wide research program. Researched and enabled new quantitative techniques and technologies that enabled novel credit risk modeling, rules engines, and data mining.

Co-leader of High Performance Computing research program. Evaluated and deployed grid computing and distributed storage techniques to reduce IT expenses and enable increased analytics.

Led the creation of the first-ever Analytics Testing Lab at Capital One and development of a next generation analytics environment.

Founder of enterprise-wide Center of Excellence for Simulation

Researched potential for financial products and services for the US Hispanic and Latin American markets.

Researched technologies and intellectual property impacting deposits, auto finance, internet banking, and payment transactions.

Risk Management

Risk Management, Analytics, Business Intelligence, and Technology Evaluation

Evaluated enterprise-core systems such as system of account record, credit risk modeling algorithms, fraud, customer retention, and collection decision.

Lead strategist on evaluating, selecting, and piloting new business intelligence tools and related IT platforms including evaluation of SAS, SPSS, R, Teradata, DB2, Oracle, TreeNet, text mining tools, and grid computing systems and database environments.

Served as chief evaluator of new analytic tools to the enterprise, recommending enterprise-wide tool standards for simulation and statistical analysis.

>REGISTRATION FORM

My name is _____

My e-mail address is _____

- | | | | | |
|--|--|--|--|--|
| <input type="checkbox"/> ASEP-1 (2006) | <input type="checkbox"/> ASEP-2 (2007) | <input type="checkbox"/> ASEP-3 (2008) | <input type="checkbox"/> ASEP-4 (2009) | |
| <input type="checkbox"/> SEP-1 (1987) | <input type="checkbox"/> SEP-2 (1988) | <input type="checkbox"/> SEP-3 (1989) | <input type="checkbox"/> SEP-4 (1990) | <input type="checkbox"/> SEP-5 (1991) |
| <input type="checkbox"/> SEP-6 (1992) | <input type="checkbox"/> SEP-7 (1993) | <input type="checkbox"/> SEP-8 (1994) | <input type="checkbox"/> SEP-9 (1995) | <input type="checkbox"/> SEP-10 (1996) |
| <input type="checkbox"/> SEP-11 (1997) | <input type="checkbox"/> SEP-12 (1998) | <input type="checkbox"/> SEP-13 (1999) | <input type="checkbox"/> SEP-14 (2000) | <input type="checkbox"/> SEP-15 (2001) |
| <input type="checkbox"/> SEP-16 (2002) | <input type="checkbox"/> SEP-17 (2003) | <input type="checkbox"/> SEP-18 (2004) | <input type="checkbox"/> SEP-19 (2005) | <input type="checkbox"/> SEP-20 (2006) |
| <input type="checkbox"/> SEP-21 (2007) | <input type="checkbox"/> SEP-22 (2008) | | | |

I will join will **not** join the ASEP & SEP Executive Highlight
 My family will join will **not** join the ASEP & SEP Executive Highlight

As my family is coming also, Sasin should have the following information.

1. My spouse's: Name (English): _____
 Name (Thai): _____

2. Accompanying Children: 1. First Name (English): _____
 (How many _____) (Thai): _____
 Nickname: _____
 Gender Female Male Age: _____

2. First Name (English): _____
 (Thai): _____
 Nickname: _____
 Gender Female Male Age: _____

3. First Name (English): _____
 (Thai): _____
 Nickname: _____
 Gender Female Male Age: _____

3. I will need extra bed. (how many) _____
 need extra room. (how many) _____

4. I am allergic to or would rather NOT have Beef Pork Chicken Seafood
 I take only vegetarian food

5. For ASEP & SEP Network Golf on August 23, 2009, I will join (My handicap is _____)
 will not join

Signature _____

Date ____ / ____ / ____