

# ANNUAL REPORT **2019-2020**



**DIGITAL INNOVATION FOUNDRY  
HAS EXCITING PROJECTS UNDERWAY**

**READ MORE PAGE 16 ►►**



## A MESSAGE FROM **THE EXECUTIVE DIRECTOR**

The Institute for Business and Information Technology (IBIT) impacts business and society by engaging industry and academia in partnership with our corporate members.

In its first year, the Digital Innovation Foundry supported five exciting and innovative projects across the university and in collaboration with our corporate partners.

Under the leadership of Chairman **Bruce Fadem**, the Information Technology advisory board is the major driver of engagement including the mentoring program, the Analytics Challenges, the IS Job Index, scholarships and other activities.

In response to Covid-19, we pivoted to online activities including starting a new no-cost digital transformation service for non-profits and small businesses.

IBIT is pleased to welcome two new board members this year.

We look forward to continuing the path to impacting business and society this coming year.

A handwritten signature in black ink that reads "Munir Mandviwalla". The signature is fluid and cursive.

**Munir Mandviwalla**

Executive Director

*Institute for Business and Information Technology*

# INFORMATION TECHNOLOGY ADVISORY BOARD



The IT Advisory Board is chaired by **Bruce Fadem**, retired VP and CIO, Wyeth. The board is managed by IBIT and its mission is to advise the Fox School including the MIS department and Institute for Business and Information Technology in realizing its vision of becoming an internationally recognized premier provider of integrative business and technology education and research. The board meets triennially and has the following goals and responsibilities:

**Education + Research + Fund Raising + Professional Development**  
**+ Careers + Promotion of the School**



**Andrea Anania**  
Retired VP & CIO  
**CIGNA**



**Sondra Barbour**  
Member, Board of Directors  
**AGCO Corporation & Perspecta**



**Satbir Bedi**  
EVP, Operations & CTO  
**Scholastic Corporation**



**Himesh Bhise**  
President & CEO  
**Synacor**



**Michael Bradshaw**  
EVP & CIO  
**NBCUniversal**



**Jonathan A. Brassington**  
EVP, Digital Customer Experience  
**Capgemini**



**Chris Cera**  
CEO  
**Arcweb Technologies**



**Dinesh Desai**  
Executive Chairman and Founder  
**Emtec, Inc.**



**Larry Dignan**  
Global Editor-in-Chief  
**ZDnet**



**Jeff Hamilton**  
SVP  
**Pfizer Digital**



**George Llado**  
SVP & CIO  
**Alexion**



**Sukumar Narayanan**  
President  
**DecisivEdge, LLC.**



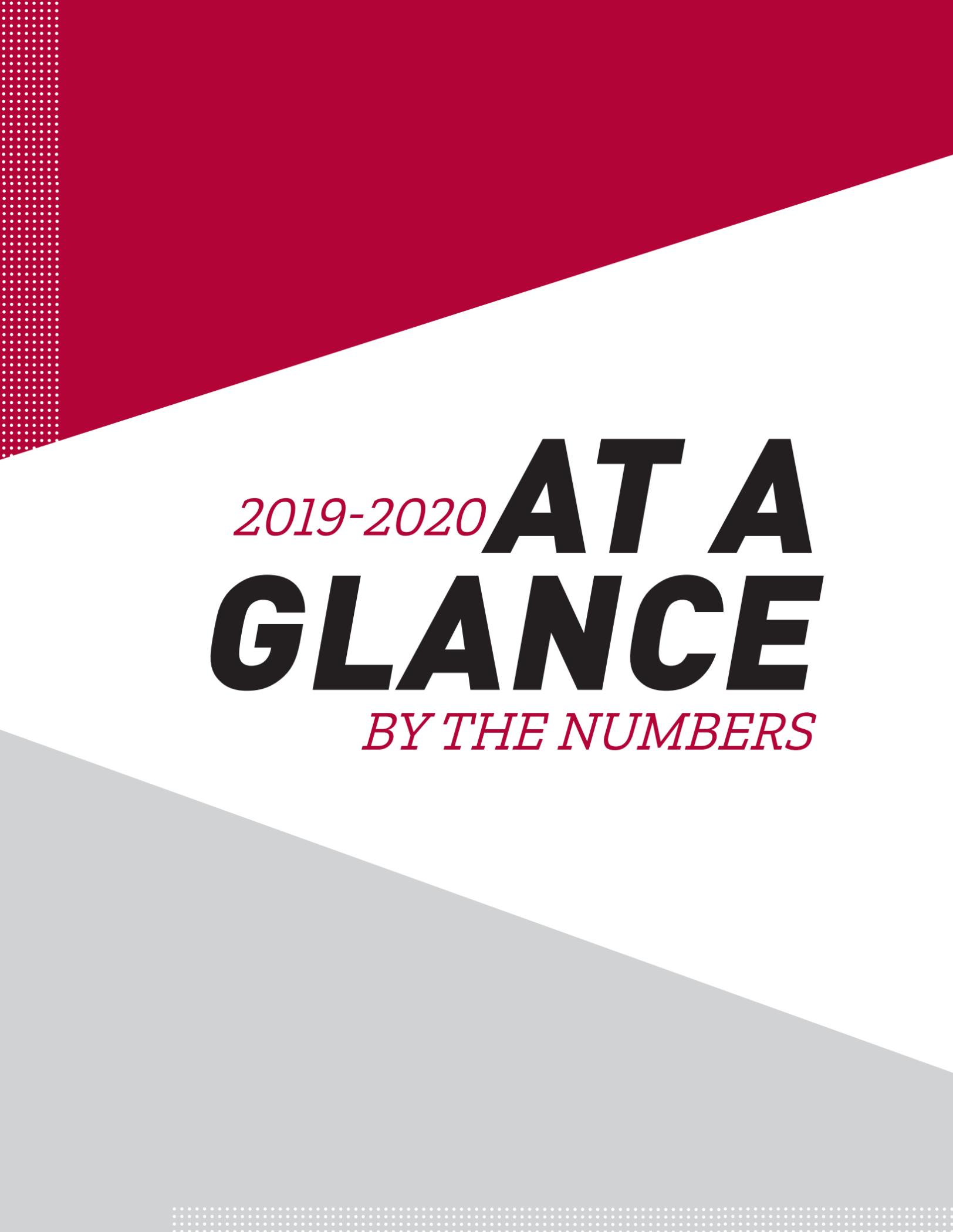
**Niraj Patel**  
Global Head - AI, Analytics, & Platforms  
**DMI**



**Kent Seinfeld**  
Retired SVP & CIO  
**Commerce Bank**



**Mark Spykerman**  
CIO  
**AmerisourceBergen**



*2019-2020* **AT A  
GLANCE**  
*BY THE NUMBERS*

**2 NEW AND 14 CONTINUING** IT ADVISORY BOARD MEMBERS

PAGE 1

**1 NEW AND 9 CONTINUING** IBIT MEMBERS

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THE IT ADVISORY  
BOARD HELD  
**2 MEETINGS**  
THROUGHOUT THE  
YEAR ON KEY TOPICS

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THE PILOT MENTORSHIP PROGRAM MATCHED  
**11 INDUSTRY EXECUTIVES**  
TO 13 STUDENTS

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**OVER 280 STUDENTS**  
ATTENDED THE 2019 IT AWARDS

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**\$35,000** IN **IBIT SCHOLARSHIPS**  
AWARDED TO STUDENTS

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THE 7<sup>TH</sup> ANNUAL IT CAREER FAIR  
RAISED **\$14,000** IN SCHOLARSHIPS

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INDUSTRY EXPERTS AND TEMPLE FACULTY PRESENT RESEARCH  
AT **DIGITIZATION 20 CONFERENCE**

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**15 UNIVERSITIES** PARTICIPATED  
IN THE NATIONAL SCHOLASTIC  
ANALYTICS CHALLENGE

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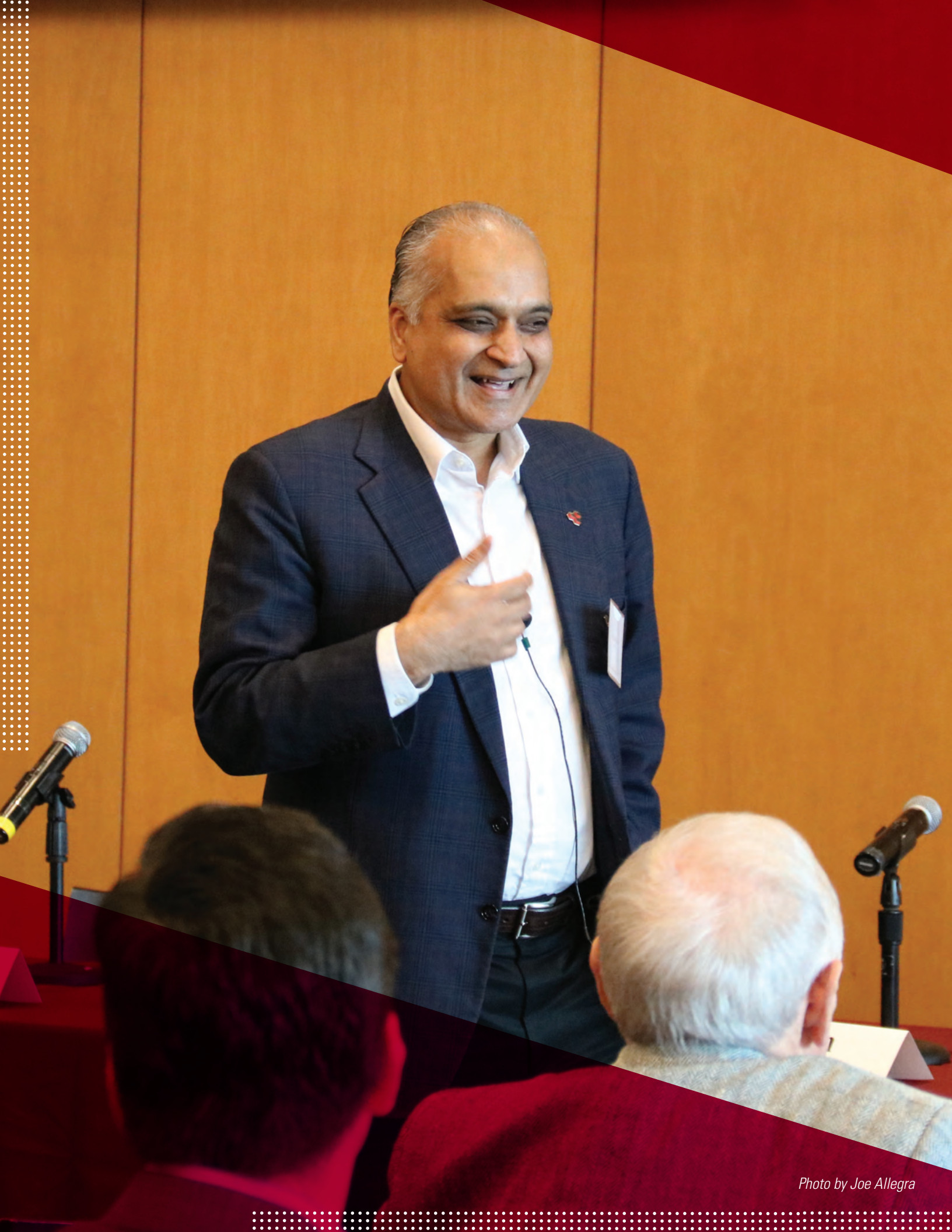
NEARLY **300 STUDENTS**  
PARTICIPATED IN THE 7<sup>TH</sup>  
ANNUAL TEMPLE UNIVERSITY  
ALEXION ANALYTICS CHALLENGE

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# MEMBERS

*IBIT members are educating the next generation of industry leaders and creating the forums for generating best practices in information technology.*





*Photo by Joe Allegra*

# IBIT MEMBERS

*IBIT membership offers participating corporations the opportunity to leverage our knowledge, human capital, relationships and established network. Membership benefits include:*

- + Commission projects involving world class faculty and students across Temple as part of the new Digital Innovation Foundry
- + Featured roles at major events and symposiums
- + Sponsorship opportunities for the Temple Analytics Challenge, National Analytics Challenge, Cyber Analyst Challenge and other special projects, such as the national Information Systems Job Index
- + Customized corporate education and professional training programs
- + Featured spaces at the IT Career Fair and customized assistance with recruiting, including special events
- + Working with world-class faculty on research projects or commissioning student projects that leverage the insights of the digital generation
- + Leveraging The IBIT Report – a white-paper publication on relevant topics – and commissioning specific IBIT Reports on topics of mutual interest
- + Professional development opportunities, including speaking in classes, attending conferences and participating in curriculum design
- + Mentoring students as part of the IBIT Mentoring program
- + Visibility on campus and in the profession – members are showcased in all print and web material
- + Select executives are invited to serve as Executives-in-Residence; select qualified individuals are invited to serve on the IT advisory board
- + Presenting named scholarships to the nationally recognized students of the MIS department
- + Featured roles at the IT Awards, an annual celebration and evening of recognition

**IBIT offers full membership for large and medium-sized firms, as well as a special program for small firms. Learn more at [ibit.temple.edu/ibitmembers](http://ibit.temple.edu/ibitmembers)**

# BOARD MEMBERS PARTICIPATE IN **ONLINE PANEL**

## *The State of IT Today and Post COVID-19.*

The COVID-19 crisis has disrupted life and commerce. The loss of life, health, jobs, and opportunity is tragic. However, information technology has played a major positive role in allowing businesses to operate, families to engage, and industry to keep functioning. Board members **Sondra Barbour**, Board of Directors for AGCO and Perspecta; **Himesh Bhise**, President & CEO of Synacor; **Larry Dignan**, Global Editor-in-Chief of ZDNet; and **George Llado**, SVP & CIO of Alexion participated in a panel to address how the IT industry has adapted so far to the challenges of COVID-19. The panel was moderated by **Munir Mandviwalla**, Executive Director of IBIT.



**Sondra Barbour**



**Himesh Bhise**



**Larry Dignan**



**George Llado**

# BOARD MEMBER **SPOTLIGHT**

*Synacor CEO Himesh Bhise joins IT Advisory Board.*



## **HIMESH BHISE**

**Synacor**

Himesh Bhise, president and CEO of Synacor, and a leading broadband, multiscreen, and mobile executive, has joined the IT Advisory Board.

The 16 industry leaders on the Advisory Board guide the Institute in its mission to generate and provide knowledge and connections to sustain excellence in information technology. Board members represent a range of industries, including technology, finance, entertainment, healthcare, retail commerce, and more.

"We are delighted that Himesh has joined the Board and that his company has become a member of the Institute for Business and Information Technology (IBIT)," said Bruce Fadem, IT Advisory Board Chair and retired VP & CIO of Wyeth. "His broad industry and technology experience and accomplishments will be invaluable as we continually strive to expand our education and research capabilities."

Synacor, which is headquartered in Buffalo, New York, is the newest member of the Institute for Business and Information Technology (IBIT). Known for managed portals, advertising solutions, cloud-based identity management, and email and collaboration platforms, the company reported a revenue of \$143.9 million in 2018. Thousands of successful video, internet, and communications providers, device manufacturers, and enterprises have partnered with Synacor to scale their businesses.

Before joining Synacor in 2014, Bhise incubated growth businesses in a VP role at Comcast Cable. Prior to that, he managed Charter Communications' high-speed internet business, served as general manager of AOL's mobile division, and was a telecom leader at McKinsey & Company. Bhise has an MBA from the Wharton School and an MA in economics from Temple University. He has been named an honoree on the Cablefax 100 list of influential industry executives multiple times, and he received the Information Technology Award for Distinguished Alumni at IBIT's Nineteenth Annual IT Awards ceremony in April 2019.

# BOARD MEMBER **SPOTLIGHT**

*AmerisourceBergen CIO Mark Spykerman joins IT Advisory Board.*



## **MARK SPYKERMAN** AmerisourceBergen Corporation

Mark Spykerman, Chief Information Officer of AmerisourceBergen Corporation, has joined the IT Advisory Board.

Spykerman brings years of leadership experience to the board. Before his current role of CIO, he was the Senior Vice President of Transformation for AmerisourceBergen, a post in which he strengthened the company culture while also making step-change improvements in effectiveness and efficiency. Before that, he served in several leadership roles within the company's commercialization business, including running a precision-medicine diagnostics business. He also led strategy for the company's health systems and independent pharmacy markets.

Spykerman joins a board made up of 16 industry leaders, all of whom guide the Institute in its mission to generate and provide knowledge and connections to sustain excellence in information technology. Board members represent a

range of industries, including technology, finance, entertainment, healthcare, retail commerce, and more.

AmerisourceBergen, ranked Number 10 on the 2019 Fortune 500 list, is a key provider in the US pharmaceutical supply chain, and has been a valued member of the Institute for Business and Information Technology (IBIT) for many years, said Bruce Fadem, IT Advisory Board Chair and retired VP & CEO of Wyeth. "Mark's background, experience, and responsibilities make him an excellent addition to the Fox School of Business IT Advisory Board."

Spykerman has been with AmerisourceBergen, the Pennsylvania-based global healthcare solutions behemoth, since 2012; prior to that, he was a consultant with McKinsey & Company. He graduated from Cal Poly San Luis Obispo with a Bachelor of Science in Business Administration and received a Master of Business Administration from University of North Carolina at Chapel Hill where he was a Dean's Fellow.

"Technology drives our economy and our nation's productivity," said Spykerman. "Being a part of IBIT is an opportunity to learn from technology leaders and also shape the thinking of our future leaders."

# BOARD **ENGAGEMENTS**



## **LARRY DIGNAN**

Larry Dignan, Global Editor-in-Chief, ZDNet, held a virtual small group session with students titled, "IT Career Planning and Telling Your Story."



## **SUKUMAR NARAYANAN**

Sukumar Narayanan, President, DecisivEdge, held a virtual small group session with students, titled: "Career Management."



## **HIMESH BHISE**

Himesh Bhise, President & CEO, Synacor, held a virtual small group session with students titled, "Long-term Career Management in IT."

# EXECUTIVES ***IN RESIDENCE***

The IBIT Executive in Residence program facilitates mutually beneficial engagement and collaboration between select industry leaders and Temple University.



**Jeff Hamilton**  
SVP Business Technology  
**Pfizer**  
Appointed 2017



**Michael Bradshaw**  
EVP & CIO  
**NBCUniversal**  
Appointed 2017



**Dale Danilewitz**  
EVP & CIO  
**AmerisourceBergen**  
Appointed 2016



**Atish Banerjee**  
CIO  
**Facebook**  
Appointed 2015



**Ben Hasan**  
Senior Vice President  
**Walmart**  
Appointed 2014



**Sondra Barbour**  
Member, Board of Directors  
**AGCO Corporation & Perspecta**  
Appointed 2010



**Niraj Patel**  
CIO - Lending Platforms  
**IBM**  
Appointed 2011

## 2019-2020 BOARD MEETING TOPICS

The IT advisory board held two meetings during the year, covering a wide range of subjects including:

- + Digitization 20 Conference
- + The IBIT Report
- + IBIT Mentoring Program
- + Digital Innovation Foundry (DIF)
- + 20<sup>th</sup> Anniversary

# NEW **IBIT** REPORT

## *Information Systems Majors Outpacing Other Business Grads In Job Placement, Salary.*

Students who earn a degree in Information Systems (IS) are in high demand in the U.S. job market and garner larger starting salaries than those of their business-school peers, a new survey shows.

According to the 2019 Information Systems Job Index, a Bachelor's degree in IS boasts a 70 percent placement rate upon graduation, which is higher than both the reported average for business-school placement rate (59 percent) and the national cumulative rate (58 percent). Additionally, the average salary offer for IS undergraduates (\$65,314) is the highest among all business-school majors.

The fourth installment of the IS Job Index, which is produced biannually by researchers from Temple University for the Association for Information Systems (AIS), surveyed 1,420 IS graduates from 43 universities across the country. The aim of the joint project, which also enjoys support from NBCUniversal, is to produce reliable national-level data about the state of the IS industry.

### **Other notable findings from the study include:**

- + IS Master's salaries:** The average salary offer for IS Master's students is \$84,113, which is 15 percent higher than the average offer for all business-school Master's graduates.
- + Diversity:** IS Bachelor's graduates include more than double the percentage of African-Americans of other STEM fields such as Computer Science, and significantly higher ratios of women. Fifty percent of IS Master's graduates are women, up from 36 percent in 2016.
- + Internships:** 71 percent of Bachelor's students and 61 percent of Master's students hold one or more internships prior to graduation—and internships almost double the likelihood of receiving a job offer.
- + Mobility:** 21 percent of Bachelor's and 37 percent of Master's IS students move out of the region in which they earn their degree.
- + Job satisfaction:** 83 percent of Bachelor's graduates and 70 percent of Master's grads report feeling "satisfied and enthused" about their job offers.

"The report shows that IS jobs pay well, that the students are well-trained, and that they are excited about starting their career," says index co-author Munir Mandviwalla, Associate Professor and Executive Director of the Institute for Business and Information Technology.

The index also offers invaluable data for employers, says Michael Bradshaw, Executive Vice President and Chief Information Officer of NBCUniversal. "There are insights backed by data into why students accept or reject offers," he says, "as well as regional mobility and the preparedness of future employees."

The AIS-Temple Job Index is the only systematic and comprehensive assessment of the IS job market. It examines and produces data about job placement, salaries, preparedness, graduate demographics, job satisfaction and search strategies in IS across the nation.

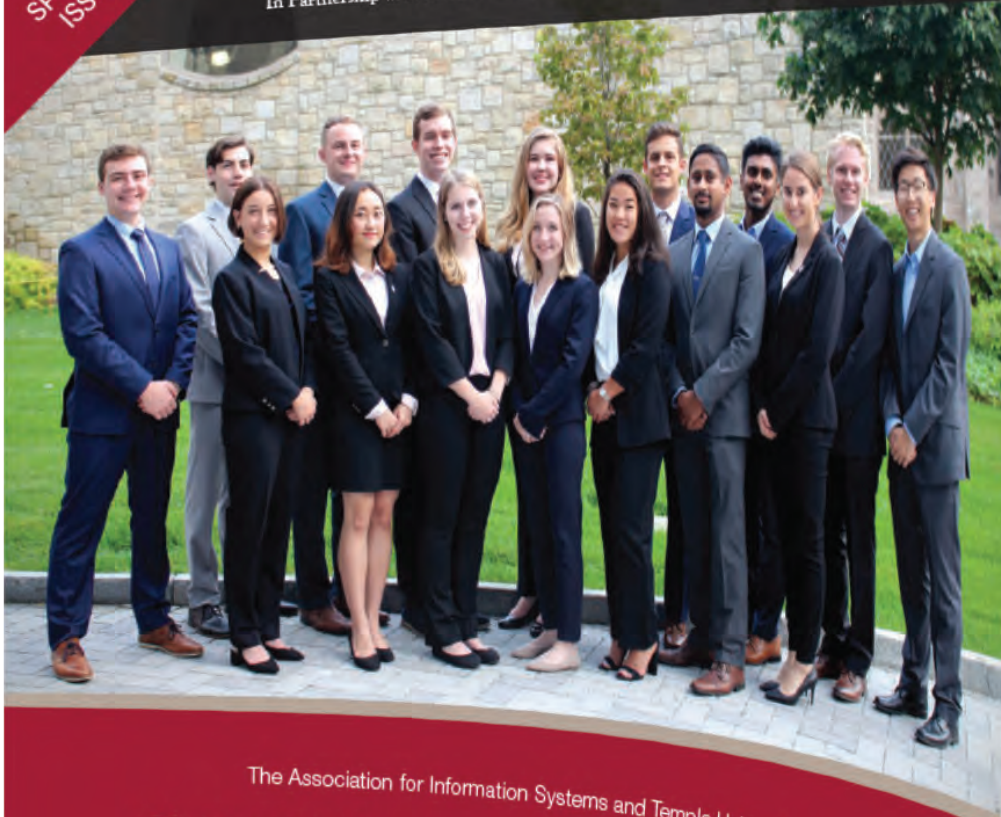
**To read the Information Systems Job Index, visit [isjobindex.com](http://isjobindex.com)**

SPECIAL  
ISSUE

# The IBIT Report

In Partnership with the Association for Information Systems

Munir Mandoiwalla  
Crystal Harold  
Michelle Furnama



The Association for Information Systems and Temple University

## INFORMATION SYSTEMS JOB INDEX

2019

LEARN ABOUT CAREERS IN INFORMATION SYSTEMS



# SCHOLARSHIPS

*Every year, IBIT—along with several corporate partners—offers support and encouragement to promising students with a series of scholarships. Winners are celebrated at the Annual IT Awards Reception.*

## IT ADVISORY BOARD SCHOLARSHIP

The IT Advisory Board Scholarship recognizes exceptional Management Information Systems (MIS) students with **\$5,000 tuition scholarships**. Students must excel academically with a cumulative GPA of 3.7 or higher and must impress the committee with their potential for achievement and accomplishment, shown through an essay and letter of recommendation from a Temple faculty member or administrator.

## IBIT CORPORATE SCHOLARSHIPS

The IBIT Corporate Scholarships recognize exceptional future MIS students with **\$5,000 tuition scholarships**. Students must excel academically and impress the committee with their potential for achievement and accomplishment.



## IBIT SCHOLARSHIP RECIPIENTS

The Institute for Business and Information Technology announce this year's scholarship recipients.



**Courtney A. Sabanas**  
IBIT Alexion Scholarship



**Ariella S. Izbinsky**  
IBIT NBCUniversal Scholarship



**Abigail L. Helterbran**  
IBIT Pfizer Scholarship



**Jacqueline A. Gallen**  
IBIT Synacor Scholarship



**Tanner Valentine**  
IBIT Emtec Scholarship



**Angel Cherian**  
IBIT AmerisourceBergen  
Scholarship



**Mariia Prikhodko**  
IBIT Scholastic Scholarship



# DIGITAL **INNOVATION** FOUNDRY

*Temple University's Digital Innovation Foundry (DIF) housed in the Institute for Business and Information Technology which launched in 2019 with \$1.27 million in funding is working on a series of exciting projects in its second year.*

DIF, which includes the Capgemini Digital Innovation Lab, is focusing on digital transformation and innovation projects involving students and faculty from engineering, biology, management information systems, and supply chain management. Each team is receiving one or more scholarships or grants from the Persson-Barbour, Stewart Family, Bruce and Betsy Fadem, Niraj and Cara Patel, and Capgemini endowments.

**The following are sample projects that are currently underway or were recently completed.**



## NEW DIGITAL MARKETS

Digital markets are constantly evolving through new product development and convergence. It is important for service providers to continuously examine new opportunities. The DIF project in collaboration with the Fox Enterprise Management Consulting worked with a digital services firm to analyze markets, technology evolution, and digital business models. Phase 1 which was just completed, identifies new markets and opportunities, phase 2 which is being considered will prototype the most relevant product mixes.



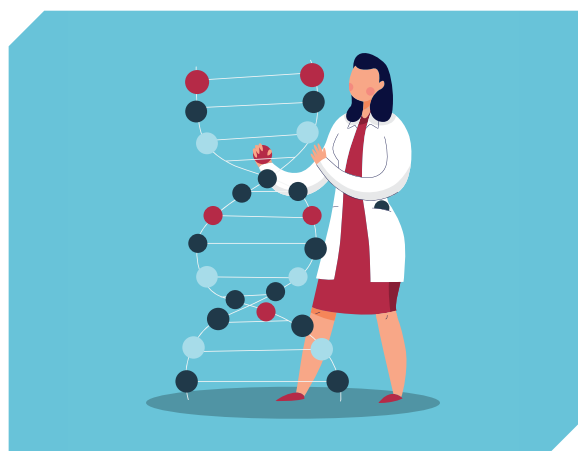
## AUTONOMOUS VEHICLE TESTBED

Connected, automated, autonomous vehicles will fundamentally change how traffic flows. Computer based simulations will only take us so far in understanding issues such as safety and flow characteristics while live experiments are costly. The DIF project is to support the design and creation of a scaled robotic testbed to study system-level flow characteristics of mixed human-autonomous traffic. The testbed will afford rapid prototyping to experimentally study how different levels of connectivity and coordinated algorithms modulate traffic flows.



## ON DEMAND ASSESSMENT OF FINANCIAL RISK

Many firms apply relative risk to assess and make decisions on IT investments, particularly from the cyber-security perspective. There are several available models that can approximate the likelihood and impact of various scenarios and their financial impact. The DIF project is to develop an on-demand easy to use tool to apply standard scenarios to the analysis as well as explore different types of models. The goal is to improve accuracy, create organizational memory, and generate new innovate approaches to thinking about risk.



## VISUALIZING GENOMICS

Identifying an individual's unique genetic signature has become relatively easy and cheap. Genealogy firms as well as researchers currently have limited tools and sources to describe, visualize, and analyze raw data. The DIF project will integrate and build upon available open source tools to leverage existing as well create new visualizations that both the consumer and the research community can use to better explore their sampled data. This data-to-visualization platform will serve as the basis to explore new commercialization possibilities including focusing on canine genomics as a proof of principle.



## CORPORATE PROFESSIONAL DEVELOPMENT

In today's fast changing environment the upskilling and professional development of existing employees has become critical, especially when the economy is near full employment. The DIF project is working with a corporate partner to adapt the Temple University PRO platform to encourage and measure employee professional development. To date, a small pilot was successfully completed and after further refinement a larger scale deployment is underway.

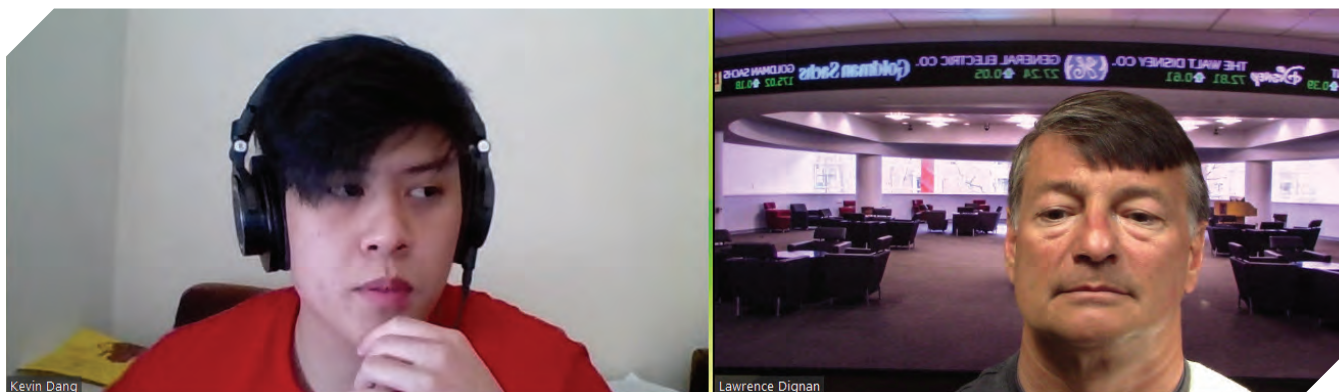
# IBIT **IMPACT**

*Students and faculty at Temple University as well as experienced IT professionals benefit from the latest industry insights, standard-setting forums and valuable connections that IBIT facilitates.*

The long-ranging impact of IBIT extends beyond simple professional networking between students, faculty and industry leaders. IBIT also supports promising students with awards and scholarships. It's hosting national academic competitions and annual career fairs. It's organizing symposiums that facilitate and disseminate helpful industry insights to students and professionals alike. In short? IBIT is sustaining and advancing excellence in information technology.

Through the integration of from-the-field knowledge from industry professionals and with the academic research prowess of Temple University, IBIT bolsters the development of IT best practices while fostering a new, well-trained generation of tech professionals. IBIT draws from the expertise of the entire Temple University community and the most innovative corporations in the world.

**You can see the ways IBIT is continually impacting students, faculty and IT executives at [ibit.temple.edu](http://ibit.temple.edu).**



## MENTORING PROGRAM UNDERGOES A DIGITAL TRANSFORMATION

*One of the great advantages Temple students have long enjoyed is the opportunity to work directly with top industry executives under the IBIT mentorship program.*

This year was no different—though thanks to the wrench that the COVID-19 pandemic threw into the midst of the 2019-2020 academic year, program participants faced unusual challenges. As in-person instruction moved online, IBIT leaders and program participants also quickly shifted gears to protect and maintain the mentorship experience.

As it happens, the program this year was as robust as it has ever been, with 11 industry executives and 13 students on board (up from three mentors and three students last year). In keeping with the tradition of the program, the mentors were members of either the IT Advisory Board or executives of IBIT member firms, including George Llado, SVP & CIO of Alexion; Chris Cera, the CEO of Arcweb; and Larry Dignan, Global Editor-in-Chief of ZDNet.

Students were matched with the executives based on how well the mentor's background and expertise lined up with a student's aspirations. Senior Kevin Dang says that not only did he feel like the pairing with his mentor, Dignan, was spot on, but he also appreciated the "organic" nature of the relationship and the flexibility of their interaction. "I reached out to him when I needed help and when I felt was right, not

on a schedule that was assigned to me," Dang says. "The mentorship allowed me to connect with another person whom I know I can reach out to anytime if I need help."

Dignan, too, found the experience to be a positive one. "It was fun talking cybersecurity and career plans with Kevin," he says. "I see him going far."

The next goal for the program is to include a dozen mentors who take on one to three students each.

Senior Jordan Febles, who was mentored by IT advisory board chair Bruce Fadern, says his experience with the program in the 2019-2020 school year ended up resulting in the best mentorship he's ever had.

"It motivated me to become the best version of myself, and allowed me to gain experience from a fascinating person within his field," he says. "It also showed me the various stages IT has had in developing the world, and how it will continue to develop the future."



## TEMPLE STUDENTS HELP **SMALL BUSINESSES** PIVOT IN RESPONSE TO **COVID-19 PANDEMIC**

*Students and faculty members led by the Institute for Business and Information Technology offer free digital services to businesses and organizations.*

How does a salon and spa keep its lights on during a global pandemic? That's the question that faced Susan Pilate, owner of Pure Eco-Wellness Salon & Spa, earlier this year when Pennsylvania was forced to shut down in response to COVID-19.

"Right before we were forced to close, I started to think ahead. I knew that this could get really bad," Pilate says. "I reached out to the Temple Small Business Development Center (SBDC), who connected me to (retired Fox School faculty member) Richard Flanagan and (student) Kunal Duggal, and they were just fabulous."

Through the SBDC, Pure Eco-Wellness Salon & Spa, located in Yardley, Pa., was put in touch with Temple University's Institute for Business and Information Technology (IBIT), which has been providing free digital services to small businesses and nonprofits affected

by COVID-19. Some of the key digital services IBIT is offering include website design, adding a digital storefront, setting up an e-commerce store and more.

While the projects are overseen by IBIT's Flanagan, who brings considerable industry and academic experience to them, they are led by students.

In the case of Pure Eco-Wellness Salon & Spa, Duggal, a senior MIS major, helped add an online e-commerce store and consultation section to the company's website.

"I loved the younger perspective that Kunal brought to this," Pilate says. "He was working on a real-world project that is going to help my business immensely."

Two other businesses to take advantage of IBIT's services include Brie's Body Boutique, a Philadelphia-

**Left:** Brie's Body Boutique, a Philadelphia-based company that offers handcrafted skin care products, was one of many companies to recently take advantage of the free digital services offered by the Institute for Business and Information Technology.

based company that offers handcrafted skin care products, and Uncorked by the Sea, a wine store in Southport, N.C.

Rich Wagner, a senior MIS major, worked with Uncorked by the Sea. The online e-commerce store he developed has been a game-changer for the business.

"We didn't understand WordPress or what a plug-in was, and they helped us navigate through all of that and really customize the site to where it's our own," says Jeff Muehleib, owner of the business. "In the first week it launched, it was like 60% of our business, so that was really very helpful. Now, we're looking at ways we can expand the online store."

Kevin Dang, a senior MIS major, led the project for Brie's Body Boutique. He worked to re-design the website but was helpful in several other ways, too.

"From a marketing standpoint, (Dang) was immensely helpful," says Sabrina Moore, owner of Brie's Body Boutique. "This whole process has just opened up my eyes with regard to how to run a business. I also received so many great tips as to how I can best market my business."

The support of IBIT's corporate members, including Alexion, AmerisourceBergen, Arcweb, Capgemini Invent, DecisivEdge, Emtec, NBCUniversal, Pfizer and Scholastic, allow it to continue offering these services in partnership with Temple's Small Business Development Center.

The initiative has expanded university-wide with students and faculty from Fox, Tyler, Klein, and Boyer along with alums and senior executives now involved in a large number of ongoing projects. These cover a number of different businesses

and nonprofits such as a bridal shop, dog walking, trucking, yoga, behavioral therapy, film, chorus, youth development, and others.

"We are very grateful to our member firms as well as the Temple community. It is gratifying to come together to quickly make a difference, especially for the local businesses and nonprofits that are critical to our community," said Munir Mandviwalla, IBIT Executive Director.

The initiative has picked up steam worldwide, and universities from across the US, Canada, China, Germany, Ireland, and Denmark are now following Temple's lead.

**For more information on how you can digitize your business or nonprofit organization to cope with COVID-19, visit [ibit.temple.edu](http://ibit.temple.edu) or contact [ibit@temple.edu](mailto:ibit@temple.edu).**



**Above:** Uncorked by the Sea, a wine store in Southport, N.C., now has an e-commerce store.

# 2019-2020 **YEAR IN REVIEW**

## **7<sup>TH</sup> ANNUAL IT CAREER FAIR**

Each year, the Information Technology Career Fair connects high-performing students interested in internships and jobs with top employers looking to recruit graduates of the MIS, IT Audit and Cyber-Security, Information Technology Management, Digital Marketing and ITIE programs. Highlights from the 2019 fair included:

- + 37 firms raised \$14,000 in scholarships
- + Student Registration grew by 12% from 2018



## DIGITIZATION 20 CONFERENCE

The event, which took place in November of 2019, celebrated the 20-year anniversary of the founding of Temple's Management Information Systems (MIS) Department by featuring provocative thought leadership from industry and academia. Many of these industry speakers are **IBIT Members**.

**Niraj Patel**, *Managing Director – AI, DMI*

**Sunil Misra**, *President, Emtec, Inc.*

**Christopher Kearns**, *Senior Vice President, NBCUniversal Media, LLC*

**Karah Salaets**, *Lead Design Researcher, Research and Strategy Studio, Capgemini Invent*

**Andy Johnson**, *Vice President, AmerisourceBergen*

**John Shain**, *President, Automated Financial Systems, Inc.*

**Sukumar Narayanan**, *President, DecisivEdge*

**Jim Mangione**, *Director, Pfizer*

**Matti Rossi**, *Professor, Aalto University*

**Jason Thatcher**, *Professor & Endowed Faculty Fellow, University of Alabama*

**Monica Tremblay**, *Associate Professor, William and Mary*

**Alan Dennis**, *Professor & Chambers Chair, Indiana University*

**Ozgur Turetken**, *Professor & Associate Dean, Ryerson University*

**Richard Watson**, *Professor & Fuqua Distinguished Chair, University of Georgia*

**John D'Arcy**, *Professor and Deutsch Faculty Fellow, University of Delaware*

**Jane Fedorowicz**, *Chester B. Slade Professor, Bentley University*

**Ramesh Sharda**, *Watson Chair, Vice Dean, Oklahoma State University*

**Detmar Straub**, *Professor & IBIT Research Fellow, Temple University*



## IBIT-ORGANIZED SCHOLASTIC ANALYTICS CHALLENGE AT NATIONAL AIS STUDENT CONFERENCE & COMPETITION

The 2020 National Challenge was open to AIS students across the country and features a problem and data set from Scholastic. Over 100 students competed for awards in two overall categories - graphic and analysis. The challenge is organized by Laurel Miller, Director of IBIT, Steven Sclarow, Assistant Professor, MIS, and Lauren Lewis, Assistant Director, IBIT. 15 universities participated in this year's event. For more information on the data set or case study, please visit: <http://sc.aisnet.org/conference2020>

## STUDENTS SHOWCASE DATA VISUALIZATION AND ANALYSIS SKILLS AT THE ALEXION ANALYTICS CHALLENGE

**The Eighth Annual Temple University Alexion Analytics Challenge**, organized by the Institute for Business and Information Technology, is a forum for talented students across colleges to showcase their analytic skills. This year's Challenge, held in October, **featured 300 competing students**, all of whom presented analyses aiming to answer a single question: "What makes rare disease clinical trials successful?"

Sponsor Alexion Pharmaceuticals provided the data for the 114 participating teams to analyze over the course of the month; each team presented both analysis and an original visualization, which were judged by a panel of industry professionals. Twelve teams representing three colleges went on to the final round, where they presented their analyses to the judges, who announced the seven winning teams in November.

### THE WINNERS WERE:

**1st Place Analysis:** Jake Green, Lauren Remy, Rohit Bobby

**2nd Place Analysis:** Sofia Spadotto and Madison Collins

**3rd Place Analysis:** Vittoria Fani Ciotti, Amanda Olsen, Kyle Miller, Michael Manieri

**Honorable Mention Analysis:** Aleksey Kravets

**1st Place Graphics:** Diana Westerfer and Serdar Kurt

**2nd Place Graphics:** Thomas Swanson, Chirag Bhatia, Christian Siegfried

**3rd Place Graphics:** Qiwen Tan

**Honorable Mention Graphics:** Javier Balleste and Brock Brones

"What intrigues me is seeing the evolution of problem-solving capabilities," says data scientist Hope Watson, challenge engineer and judge representing Alexion at the event. Watson, a Temple alum, is also a former Challenge winner herself: In 2016, her team won first place on the Analysis track. (In fact,

upon winning, Watson was hired on the spot by that year's sponsoring company, Alexion.) "This year I had the privilege of creating and judging this event. I was impressed with the students' submissions!"

Winners of the Graphics category, Westerfer and Kurt, incorporated hand-drawn images for graphics that felt like a personalized form of story-telling. "With data analytics you have to hit this perfect balance between getting all the important information out, and then actually getting people to listen to you," Westerfer said. "One of the easiest ways to get people to connect with the story you're trying to tell is through an engaging visual— it helps them connect the data to YOU and keeps the presentation personal and engaging."

Meanwhile, the winning team for the Analysis track credited their win to a strategic research approach. Green said: "We realized early on that our analytical methodology would have to be directly tied to our definitions of scientific and monetary success. Only when we fully understood the question's context did we move on to finding the answers in our data."

Of course, creating a forum for students to use their data analysis and visualization skills to tackle this type of real-world business issue is exactly the aim of the Analytics Challenge. "The competition also serves participants in other ways" offers Laurel Miller, Director.

"It's an opportunity for students to learn, develop, and showcase their abilities to a room full of industry experts invested in the outcome of the presentation."

"We are all happy with the result and will take the lessons learned with us throughout our future professional endeavors," added Green.

**To learn about the Analytics Challenge visit [analyticschallenge.temple.edu](https://analyticschallenge.temple.edu).**





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