



**AMERICAN  
UNIVERSITY OF BEIRUT**

**SULIMAN S. OLAYAN SCHOOL  
OF BUSINESS**



**WOMEN IN DATA SCIENCE**  
@ AUB

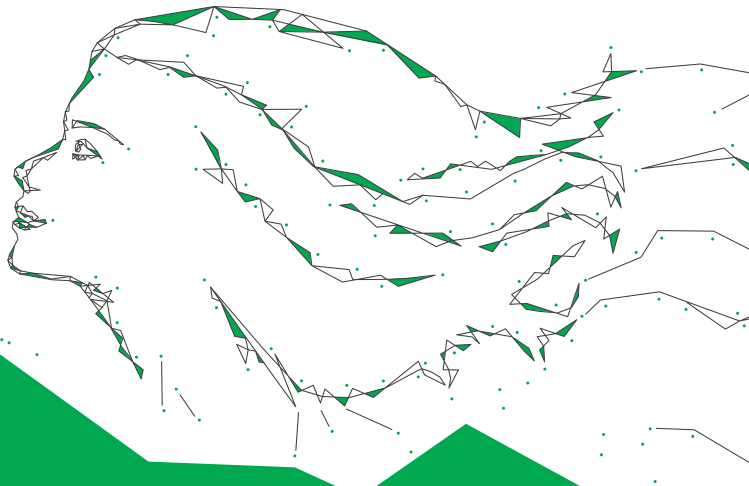
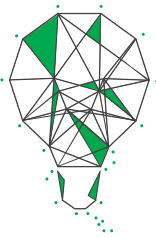
## **WOMEN IN DATA SCIENCE @AUB CONFERENCE**

APRIL 27, 2023

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### **AGENDA**

The American University of Beirut, one of the oldest higher education institutions in the Middle East, introduced business education in 1900. The Suliman S. Olayan School of Business was established as an independent School of Business in 2000. Today, the School is transforming business thinking in the MENA region through its world-class programs, research hubs, and initiatives, covering a wide range of research areas.



8:30 am – 9:00 am

**Registration and Breakfast**  
**Global WiDS Opening Video**

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9:00 am – 9:10 am

**WiDS @AUB WELCOME**

**Lama Moussawi, PhD**  
WiDS @AUB ambassador  
Associate Dean for Research  
Associate Professor  
Suliman S. Olayan School of Business  
American University of Beirut

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9:10 am – 9:20 am

**AUB WELCOME**

**Fadlo R. Khuri, MD**  
President  
American University of Beirut

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9:20 am – 9:30 am

**OSB WELCOME**

**Yusuf Sidani, PhD**  
Dean  
Suliman S. Olayan School of Business  
American University of Beirut

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9:30 am – 9:40 am

**THE HUB & WiDS @AUB AGENDA OVERVIEW**

**Mariette Awad, PhD**  
WiDS @AUB ambassador  
Director of AI, Data Science, and Computing Hub  
Associate Professor  
Maroun Semaan Faculty of Engineering and Architecture  
American University of Beirut

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**TRACK I**

**DATA SCIENCE FOR DISASTER PLANNING**

Moderated By  
**Mariette Awad, PhD**

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9:40 am – 10:05 am

**TECHNICAL TALK**

**Priya Singh**  
Head of Evidence Generation  
Chief of Research, Innovation and Analytics (AI)  
Supply Chain Division  
World Food Programme  
Rome, Italy

*On Beyond Crisis Response: How the World Food Program Supply Chain is Using Data and Analytics to Drive Impactful Change*

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10:05 am – 10:30 am

**TECHNICAL TALK**

**Hiba Baroud, PhD**  
A. James and Alice B. Clark Foundation Faculty Fellow  
Associate Chair, Civil and Environmental Engineering  
Associate Professor of Civil and Environmental Engineering  
Associate Professor of Computer Science  
Director of Graduate Recruiting for Civil Engineering  
Vanderbilt School of Engineering  
Vanderbilt University, TN, USA

*On Breaking Down Silos: The Interdisciplinary Power of Data Science in Disaster Resilience*

10:30 am – 10:55 am

## TECHNICAL TALK

### **Suzana Maranhão Moreno**

Blockchain Technology Strategy and Portfolio Manager  
Frontiers Technology  
The UN World Food Program Innovation Accelerator  
United Nations World Food Programme  
Rome, Italy

*On Frontier Technologies for Disaster Management*

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10:55 am – 11:20 am

## TECHNICAL TALK

### **Joline Uichanco, PhD**

Associate Professor of Technology and Operations  
Director, PhD Program  
Ross School of Business  
University of Michigan, MI, USA

Senior Research Scientist  
Amazon, USA

*On Using Data for Disaster Preparedness in the Pacific Typhoon Belt:  
A Case Study of the Philippines*

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11:20 am – 11:45 am

## TECHNICAL TALK

### **Yessika Montiel**

Senior Program Manager  
Amazon  
United Arab Emirates

*On Incorporating Real-Time Data Analysis and Predictive Modeling  
into Crisis Management Plans for Amazon Logistics*

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11:45 am – 12:00 pm

## BREAK

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## TRACK II

### DATA SCIENCE FOR PUBLIC POLICY

Moderated By

#### **Sana El Hajj**

Lecturer, Finance  
Founding member & Executive, Lebanese Private Sector Network  
Suliman S. Olayan School of Business  
American University of Beirut

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12:00 pm – 12:10 pm

## TRACK PREAMBLE

### **Sana El Hajj**

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12:10 pm – 12:35 pm

## TECHNICAL TALK

### **Rima Turk Ariss, PhD**

Senior Economist  
Strategy, Policy, and Review Department  
International Monetary Fund  
Washington D.C., USA

*On Using Data Analytics to Support and Inform Economic and Financial Policies*

12:35 pm – 1:00 pm

## TECHNICAL TALK

**Carole Al Sharabati, PhD**

Founding Partner, Siren Analytics

*On Transforming the Public Sector with Technology and Artificial Intelligence*

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1:00 pm – 2:00 pm

## LUNCH BREAK

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### TRACK III

#### DATA SCIENCE FOR SMART CITIES

Moderated By

**Sara Nejm, PhD**

WiDS @AUB ambassador

Assistant Professor of Physics

Associate Director, AI Data Science and Computing Hub

Department of Physics

Faculty of Arts and Sciences

American University of Beirut

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2:00 pm – 2:10 pm

## TRACK PREAMBLE

**Sara Nejm, PhD**

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2:10 pm – 2:35 pm

## TECHNICAL TALK

**Elsa Arcaute, PhD**

Professor of Complexity Science

Center for Advanced Spatial Analysis

University College London

London, United Kingdom

*On Socio-hydrological Resilience in Mexico City*

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2:35 pm – 3:00 pm

## TECHNICAL TALK

**Polly Hudson**

Senior Research Fellow at the Alan Turing Institute

Project Lead for Coloring Cities Research Program

Coloring London

London, United Kingdom

*On The Colouring Cities Research Programme- Developing a Global Network of Open Data Platforms on Building Stocks*

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3:00 pm – 3:25 pm

## TECHNICAL TALK

**Eileen Martin, PhD (virtual)**

Assistant Professor

Department of Geophysics

Applied Math and Statistics Department

Hydrologic Science and Engineering Program

Colorado School of Mines

Golden CO, USA

Assistant Professor (on-leave)

Department of Mathematics

Program in Computational Modeling and Data Analytics

Department of Geosciences

Virginia Tech

Blacksburg, VA, USA

*On How Data Science is Transforming Urban Geophysics*

3:25 pm – 3:40 pm

## **BREAK**

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### **TRACK IV** **DATA SCIENCE FOR SOCIAL GOOD**

Moderated By  
**Lama Moussawi, PhD**

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3:40 pm – 3:45 pm

### **TRACK PREAMBLE**

**Lama Moussawi, PhD**

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3:45 pm – 4:10 pm

### **TECHNICAL TALK**

**Elodie Ngoc-thy**  
Coordinator, Africa Infodemic Response Alliance (AIRA)  
WHO Regional Office for Africa

**Yara El Moussaoui**  
Country Lead Support  
Africa Infodemic Response Alliance (AIRA)  
WHO Regional Office for Africa

*On Putting Social Listening Data into Action: The Role of the Africa Infodemic Response Alliance (AIRA) in Fighting Infodemics in Africa*

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4:10 pm – 4:35 pm

### **TECHNICAL TALK**

**Brigitte Khair-Mountain**  
Senior Strategic Advisor, Entrepreneur, Policy Analyst  
United Nations Senior Women Talent Group  
Founder of Gigthree, Dubai, UAE

*On How Can Data Science Revolutionize Humanitarian Crises Response and Sustainable Human Development?*

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4:35 pm – 5:00 pm

### **TECHNICAL TALK**

**Angela Alzir Assy**  
Labor Market Specialist  
The World Bank, Beirut

**Samia Melhem**  
Global lead on Digital Capabilities  
Digital Development Global Practice  
The World Bank, Washington D.C., USA

*On Leveraging Data Science to Inform Programs and Policy Design*

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5:00 pm – 5:45 pm

### **PANEL DISCUSSION**

#### **DATA DEMOCRATIZATION IN THE MIDDLE EAST & NORTH AFRICA ECONOMIES: CHALLENGES AND OPPORTUNITIES**

Moderated By  
**Maha Zouwayhed**  
Associate Director  
Talal and Madiha Zein AUB Innovation Park (Zein AUB iPark)  
Office of Information Technology  
American University of Beirut

Panelists  
**Angela Alzir Assy, The World Bank**  
**Brigitte Khair-Mountain, Gigthree, Dubai**  
**Carole Al Sharabati, PhD, Founding Partner, Siren Analytics**

5:45 pm – 6:00 pm

## BREAK

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### TRACK V DATA SCIENCE IN HEALTHCARE

Moderated By  
**Ghada El-Hajj Fuleihan, MD, MPH, FRCP**  
Professor of Medicine  
Founding Director  
Calcium Metabolism and Osteoporosis Program  
WHO CC for Metabolic Bone Disorders  
Founding Director, Scholars in HeAlth Research Program  
AUBMC, AUB  
Bernard Lown Scholar  
Department of Global Health and Population  
Harvard T.H. Chan School of Public Health  
Boston, MA, USA

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6:00 pm – 6:15 pm

### TRACK PREAMBLE

**Ghada El-Hajj Fuleihan, MD, MPH, FRCP**

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6:15 pm – 6:40 pm

### TECHNICAL TALK

**Caroline Buckee, PhD (virtual)**  
Professor of Epidemiology  
Associate Director, Center for Communicable Disease Dynamics  
Harvard T.H. Chan School of Public Health  
Harvard University, MA

MIT Tech Review's 35 Innovators under 35  
CNN top 10: Thinker and Foreign Policy Magazine's Global Thinkers

*[On Data Science in Crisis: Leveraging Data for Humanitarian Disaster Response](#)*

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6:40 pm – 7:05 pm

### TECHNICAL TALK

**Francesca Dominici, PhD (virtual)**  
Clarence James Gamble Professor of Biostatistics, Population and Data Science  
Co-Director of the Data Science Initiative  
Harvard T.H. Chan School of Public Health  
Harvard University, MA

*[On Data Science for Cleaner Air: Leveraging Machine Learning and Causal Inference to Tackle Air Pollution and Climate Disasters](#)*

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7:05 pm – 7:10 pm

### CLOSING REMARKS

**Lama Moussawi, PhD**