



Eyas Raddad

Associate Vice President, Portfolio Strategy and Novel Therapeutic Platforms



BSc Pharmacy

Seasoned Drug Discovery and Development Researcher



Pharmacostatistical Modeler



**UNIVERSITY OF
GEORGIA**

PhD Pharmaceutics

Strategist and Portfolio Manager



SDP Board member, Past President and Change Leader



MBA

The day

Motivation, Anchoring and Alignment

Setting the Vision

Discuss the Vision

Demonstrating Progress

Delve a Bit in Method Details

Discuss the Future



Themes for Decision/Data/Computing Analytics Integration

Eyas Raddad

80% Red

80% Blue

70% Green



The Analytics Hype

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ARTIFICIAL INTELLIGENCE

Trust large language models at your own peril

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WIRED

Big Data, Big Hype?

PARTNER CONTENT STEVE DODSON, PRELERT

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BIG DATA, BIG HYPE?



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Gartner Research



International Journal of Information
Management

Volume 35, Issue 2, April 2015, Pages 137-144



Harvard
Business
Review

FORBES > INNOVATION > ENTERPRISE TECH

In 2024, Generative AI Will Transition From Hype To Intent

FORBES > INNOVATION

Navigating The Generative AI Hype Cycle

With
what

By Wi



Gary Sangha Forbes Councils Member
Forbes Technology Council COUNCIL POST | Membership (Fee-Based)



Sep 1, 2023, 08:45am EDT

Gary Sangha is the founder and CEO of LexCheck and a CodeX Fellow at the Stanford Center for Legal Informatics.

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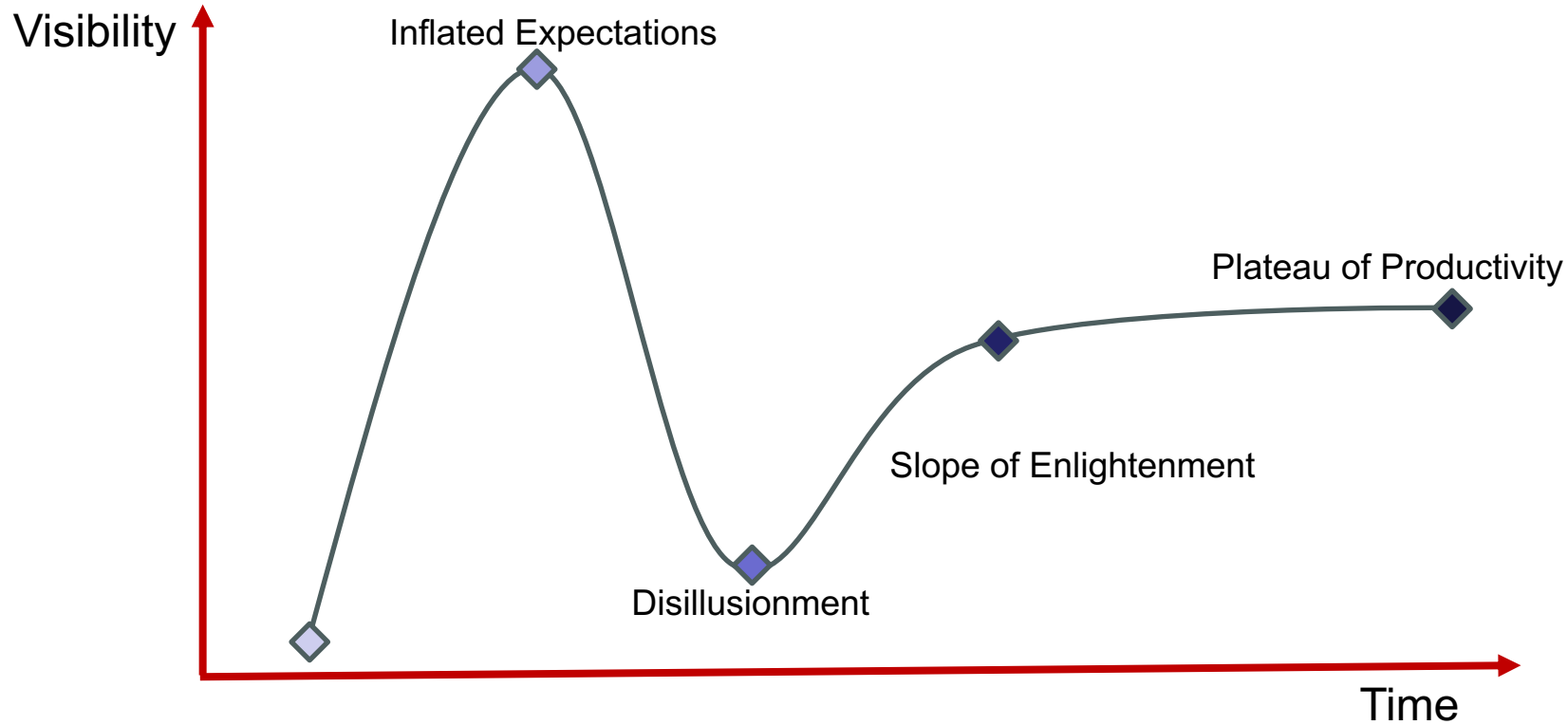
beyond the hype: Big data concepts,
methods, and analytics

Amir Gandomi  , Murtaza Haider 



SOCIETY OF DECISION
PROFESSIONALS
Clarity & Insight for Decisive Action

From Hype to Productivity

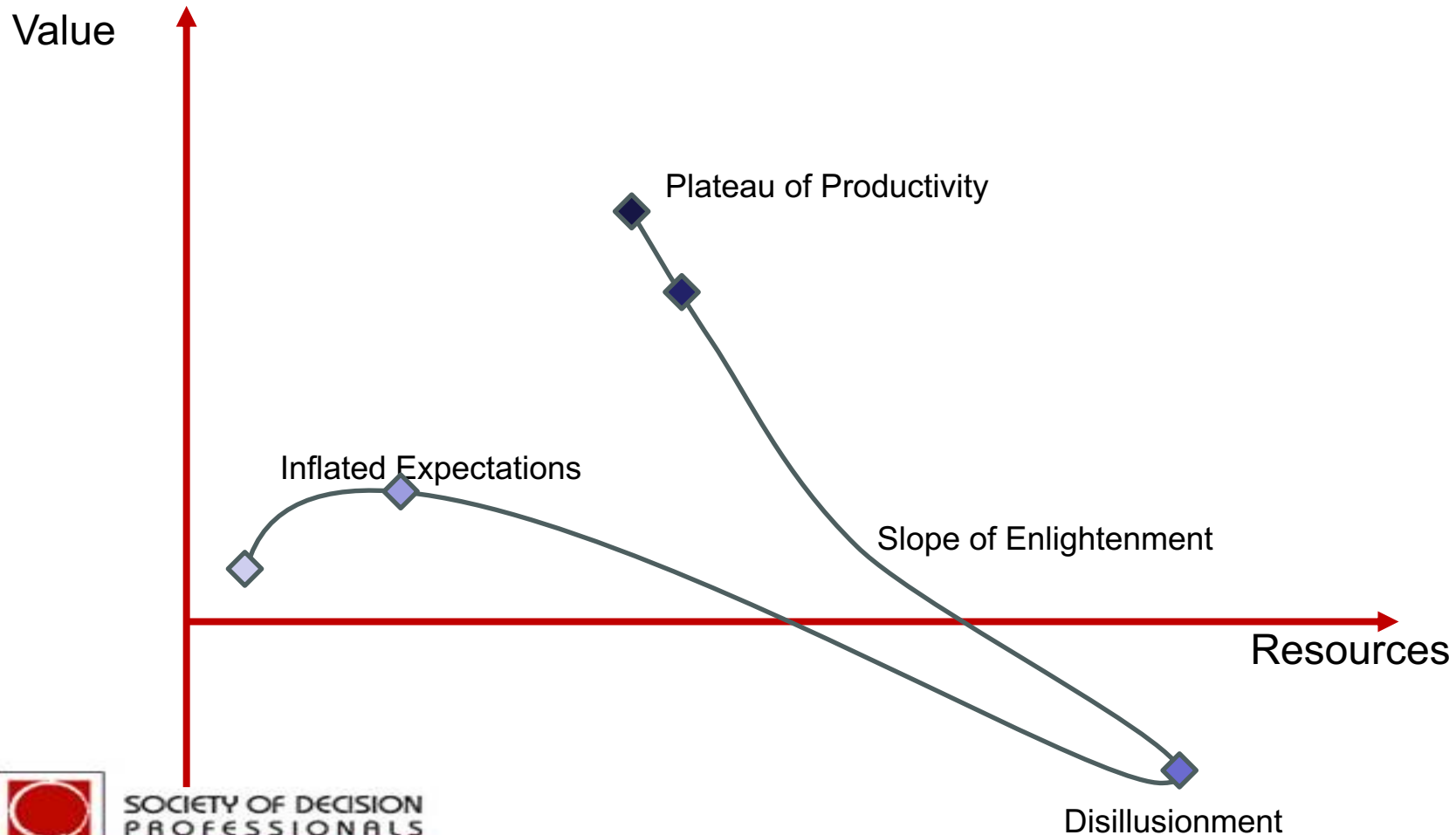


Enlightenment

- Technology more understood
- Initial implementations bearing fruit
- Strategies to harness mature



From Hype to Productivity

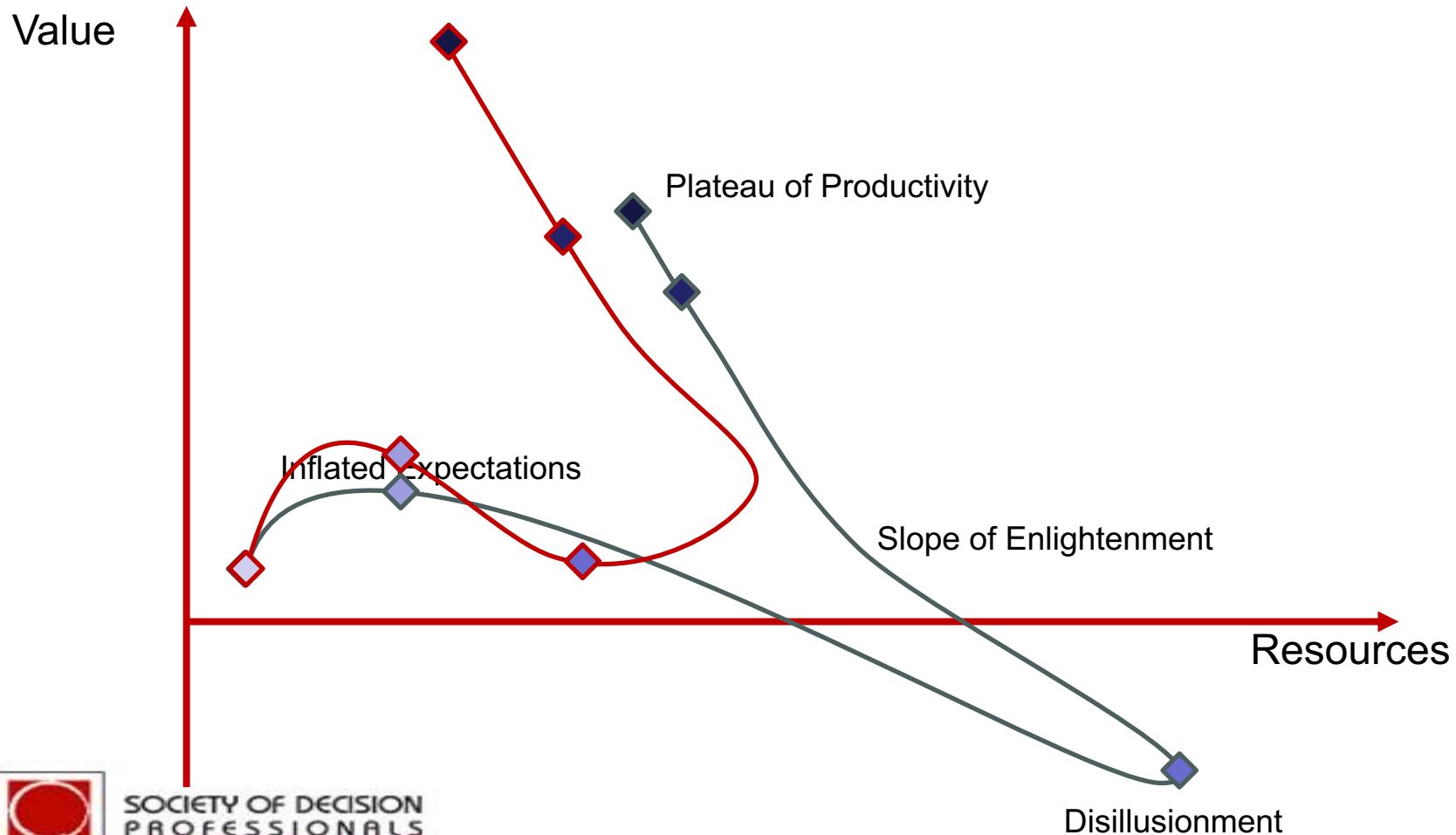


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From Hype to Productivity



Enlightenment

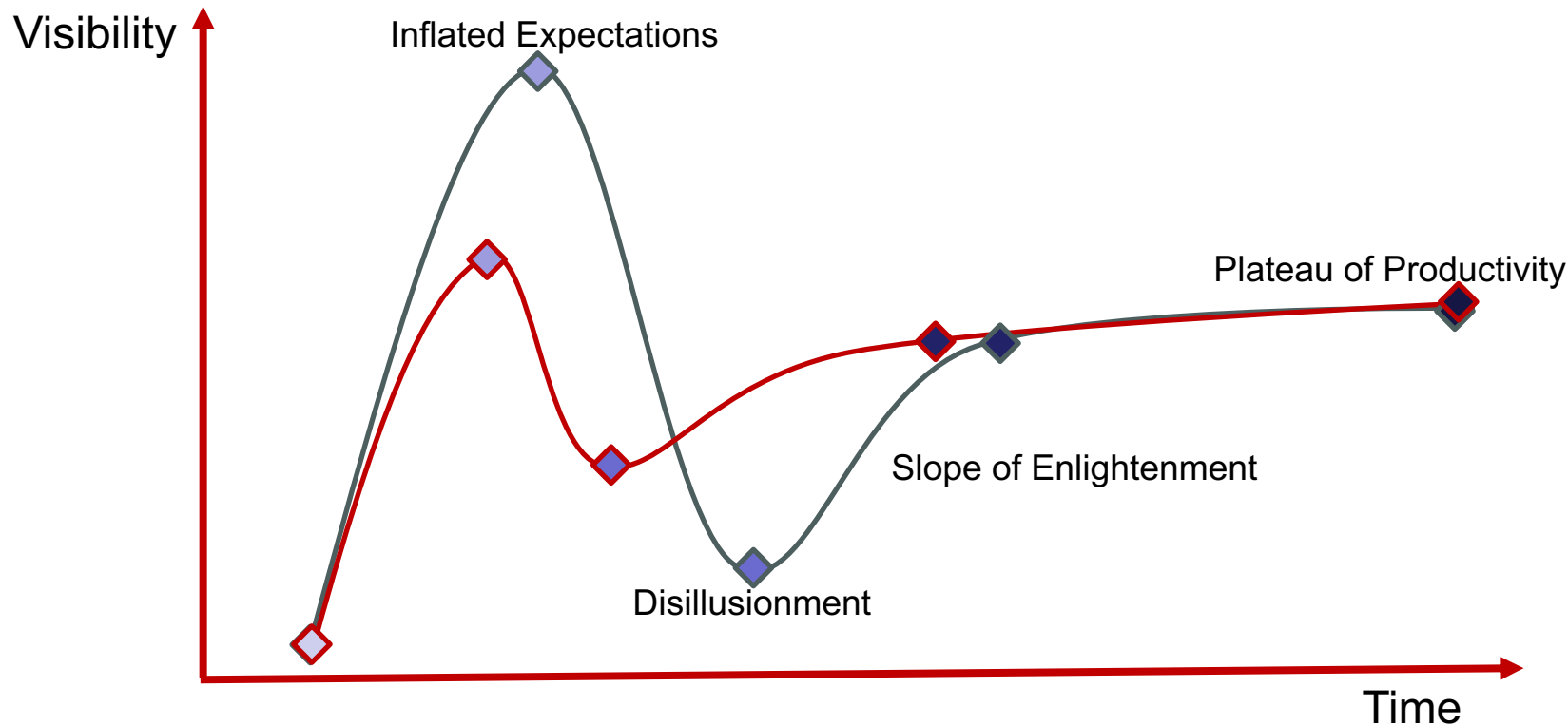
- Technology more understood
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What if?

- Realistic expectations
- Value-focused approach
- Intentional, problem-centered
- Right scope, right data, right methods
- Organizational maturity



From Hype to Productivity



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The faster and more effective path to value passes through decision centrality

With advances in analytics, the path will increasingly rely on effective integration of practices

What is the future of the Decision Professional?

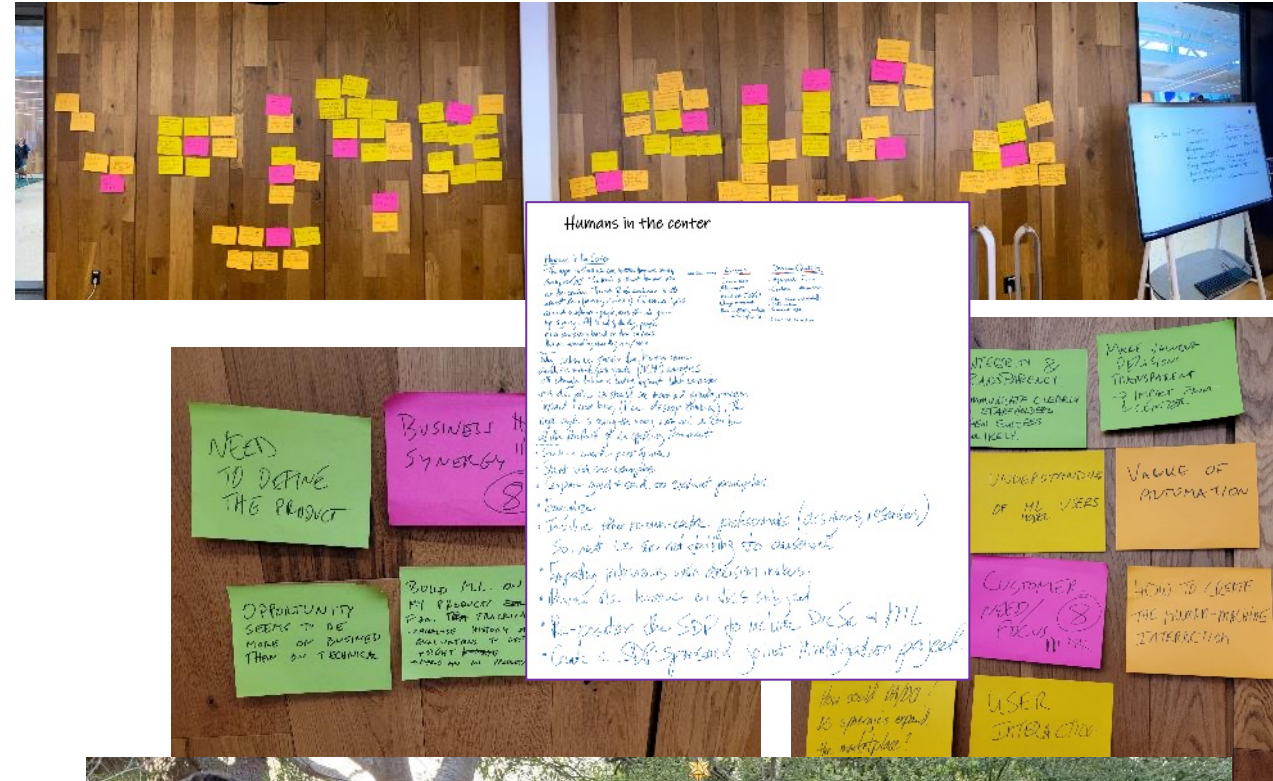


In 2022, SDP organized and Microsoft hosted a forum of purple people to identify greatest problems and areas of synergy between the fields.

Amazon
Decision Frameworks
Eli Lilly
Keen Decision Systems
Microsoft

Salesforce
SmartOrg
Uncertainty Research
Win Vector

They identified five key high-leverage themes for further development.



Five High-Leverage Themes

Integration of Best Methods

A Common Vocabulary

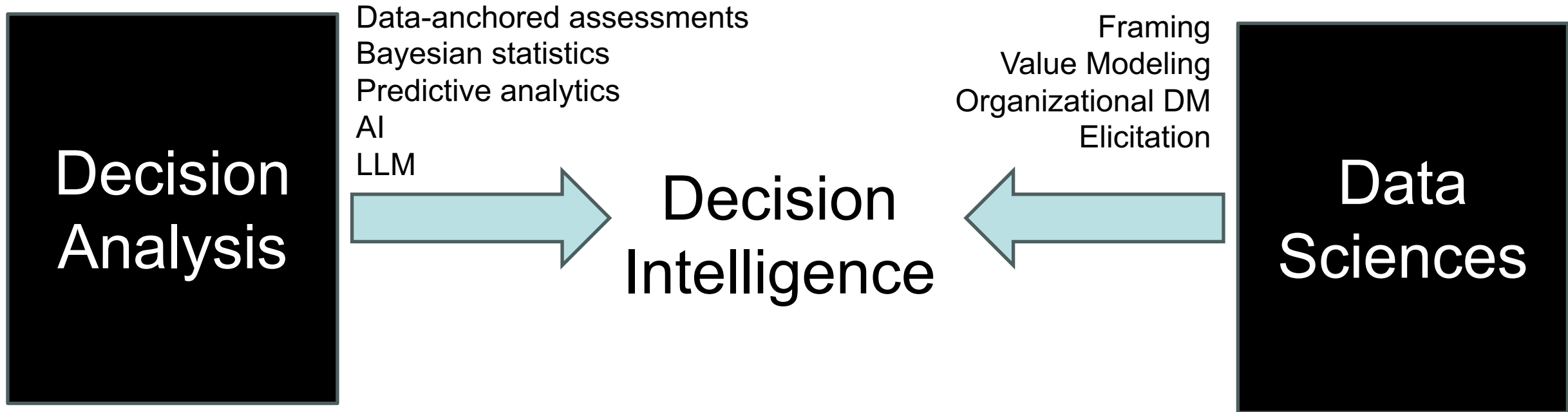
Humans at the Center

The Business of Decision Intelligence

Integrating Predictive and Value Modeling



Integration of Best Methods



A Common Vocabulary

"causality" "values" "hypothesis test" "decision algorithm"
"relevance" "conditional" "statistic" "prospects"
"decision" "estimate" "prediction"
"objective function" "likelihood" "covariance"
"inference" "uncertainty" "scenario" "alternatives"
"assessment" "probability" "data" "information"
"options" "error" "parameter"
"features"



A Common Vocabulary



Detailed Explanations

Connections and Contrast

A Common Canon

"data"

"information"

parameter"

Humans at the Center

Head and Heart

Decision maker-centered framing

Human preferences and values

User experience

Analytic Complexity

Visualization



Facilitative interviews and elicitations

Behavioral psychology and cognitive biases

Decision norms and culture

Design Thinking

Organizational change management



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The Business of Decision Intelligence

Building the Practice of Decision Intelligence

Tools and techniques

Business process

Team constructs- mix of skillsets

Role definition

Change management



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Integrating Predictive and Value Modeling



Tools and techniques

Business process

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