



SOCIETY OF
DECISION
PROFESSIONALS



DECISION INTELLIGENCE CONFRONTS A.I.

1 DAY ONLINE EVENT

Is Decision Making at the Heart of AI?

 November 10, 2023  9:00am - 5:00PM CT

Lilly

THANK YOU TO OUR SPONSOR:

 SPARKDIT

THANK YOU FOR THE SUPPORT:



Decisions Shape the Future

David Matheson



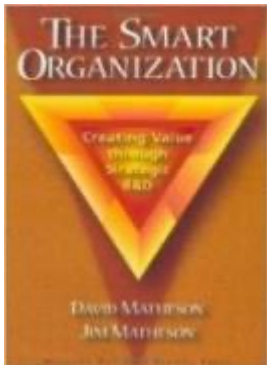
**Decades working with companies.
From Nuclear Waste Cleanup to Movie Production.
Ph.D. in organization decision making from Stanford**



**Founder of SmartOrg, Inc.
President and CEO
Connecting Innovation and Finance**



SMARTORG®



**Author of The Smart Organization.
Benchmarking hundreds of companies.**

**Innovation & Portfolio Thought Leader
Instructor, Conference denizen, Fellow and President
of the Society for Decision Professionals**



Paths Converge



John Mark Agosta



- **AI / ML / Data Science Researcher**



- **Many Companies**



INTEL



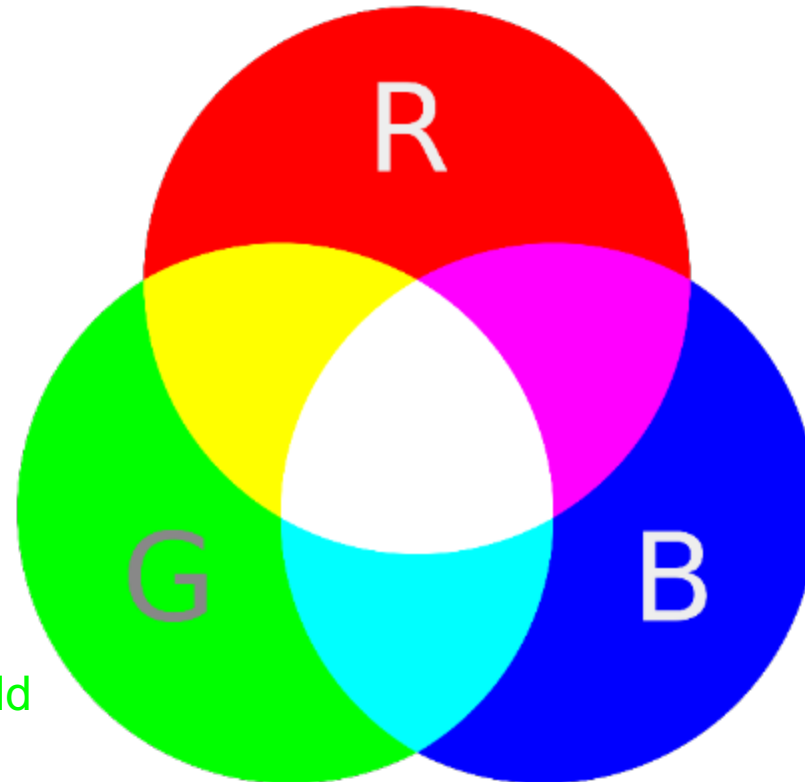
- **Mountains of publications**

What color is your background (% red, % blue and % green)

Red = Decision Science

David Matheson
SmartOrg & SDP
100% Red
25% Blue
25% Green

JohnMark Agosta
Formerly Microsoft
25% Red
100% Blue
25% Green



Green = Other relevant field

Blue = Computer Science / AI /
Machine Learning / Data Science



Fadi Micaelian



- Seasoned enterprise software executive

ORACLE

BroadVision

- Serial Entrepreneur



- Education



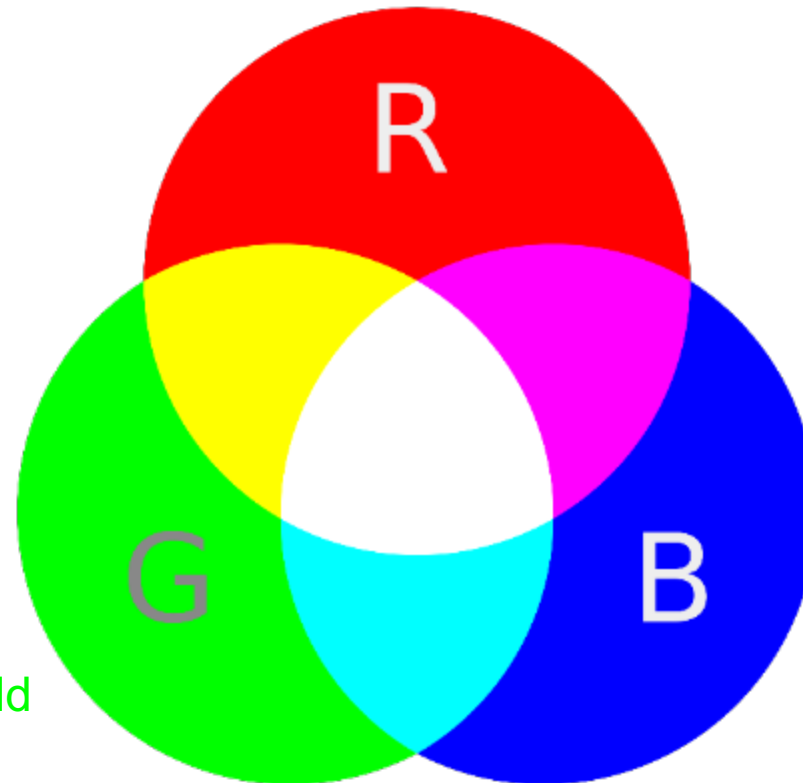
Fadi Micaelian
Sparkdit
Red: 75%
Blue: 75%
Green: 25%

What color is your background (% Red, % Blue, % Green)?

Drop in chat!

Red = Decision Science

David Matheson
SmartOrg & SDP
100% Red
25% Blue
25% Green



Fadi Micaelian
Sparkdit
Red: 75%
Blue: 75%
Green: 25%

JohnMark Agosta
Formerly Microsoft
25% Red
100% Blue
25% Green

Green = Other relevant field

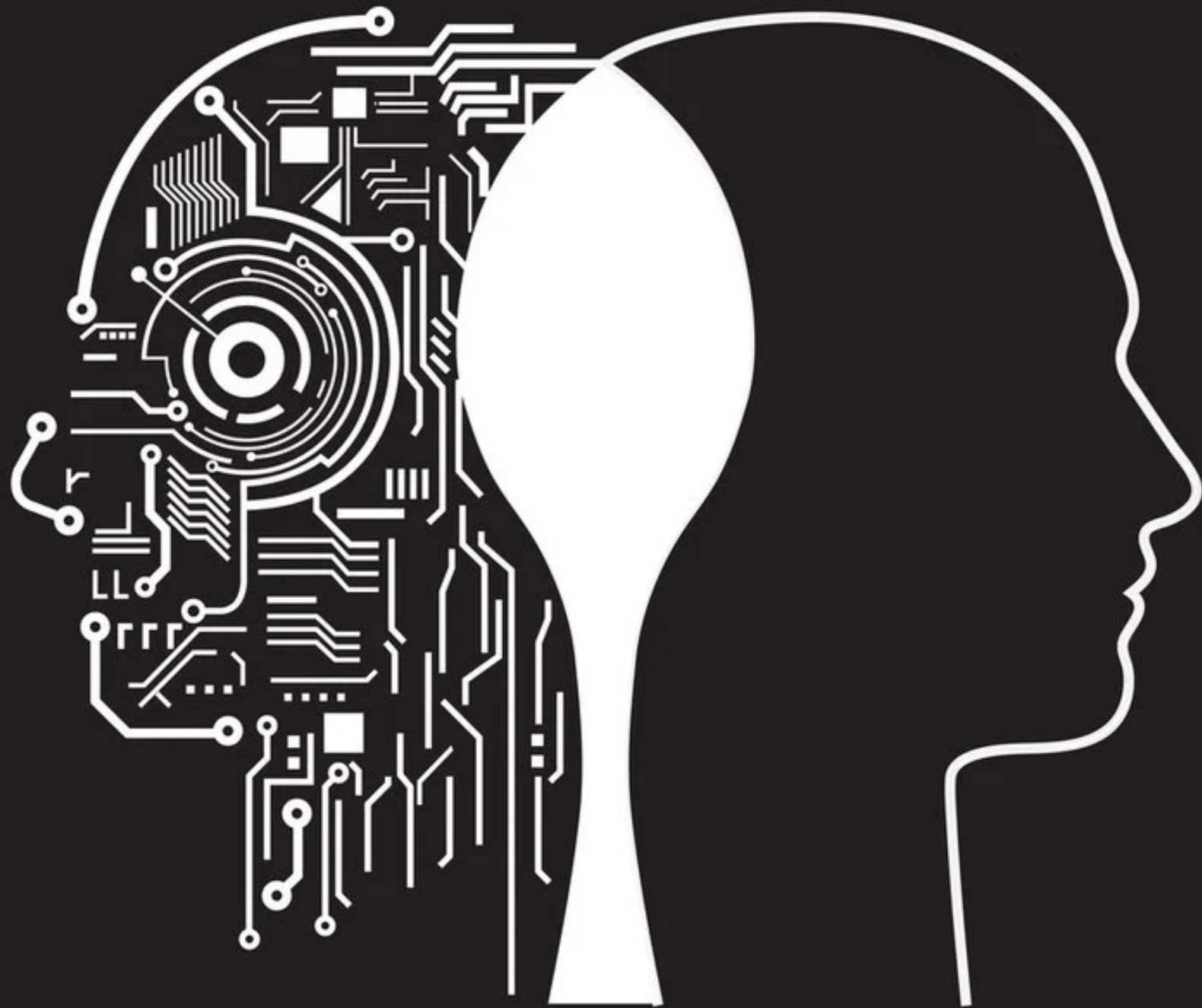
Blue = Computer Science / AI /
Machine Learning / Data Science



Decision Intelligence from Wikipedia

Decision intelligence is an engineering discipline that augments [data science](#) with theory from [social science](#), [decision theory](#), and [managerial science](#). Its application provides a framework for [best practices](#) in organizational [decision-making](#) and processes for applying Artificial Intelligence technologies as [machine learning](#), natural language processing, reasoning and semantics at scale. The basic idea is that decisions are based on our understanding of how actions lead to outcomes. Decision intelligence is a discipline for analyzing this chain of [cause and effect](#), and [decision modeling](#) is a visual language for representing these chains.





What is the future of the Decision Professional?

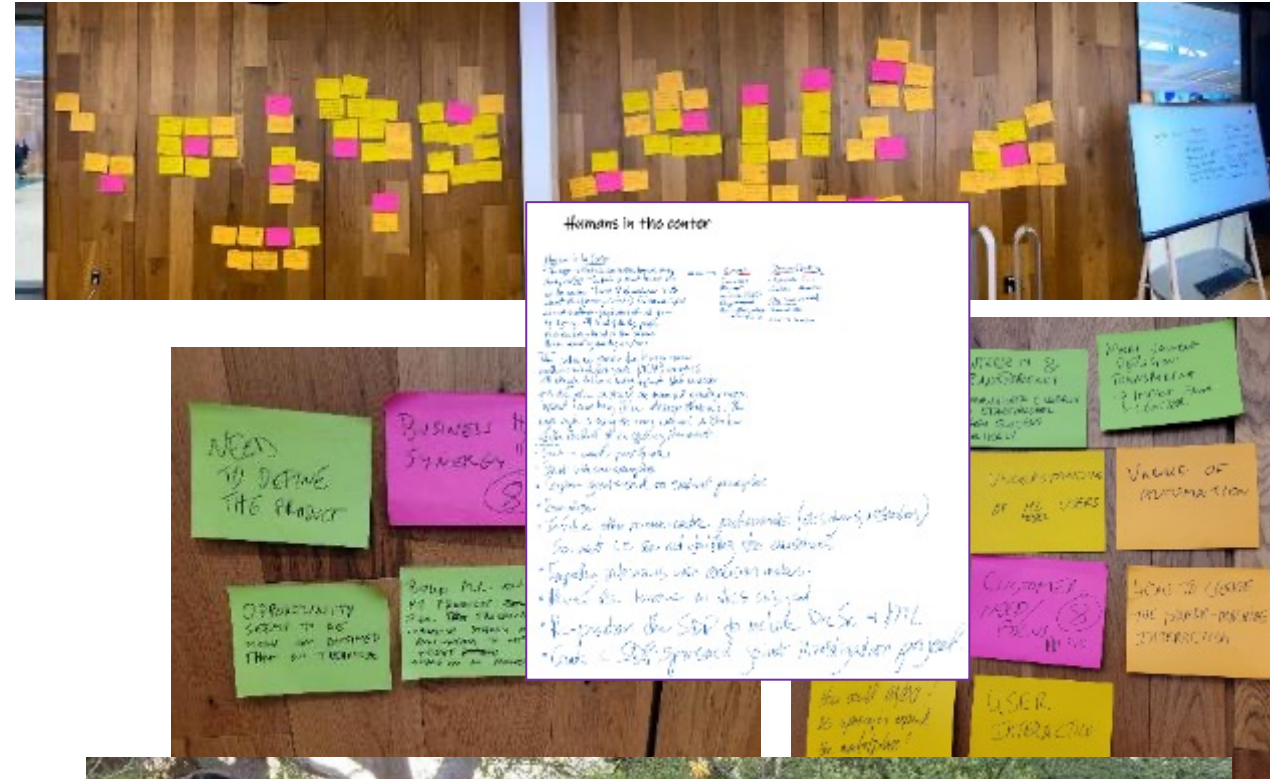


In 2022, SDP organized and Microsoft hosted a forum of purple people to identify greatest problems and areas of synergy between the fields.

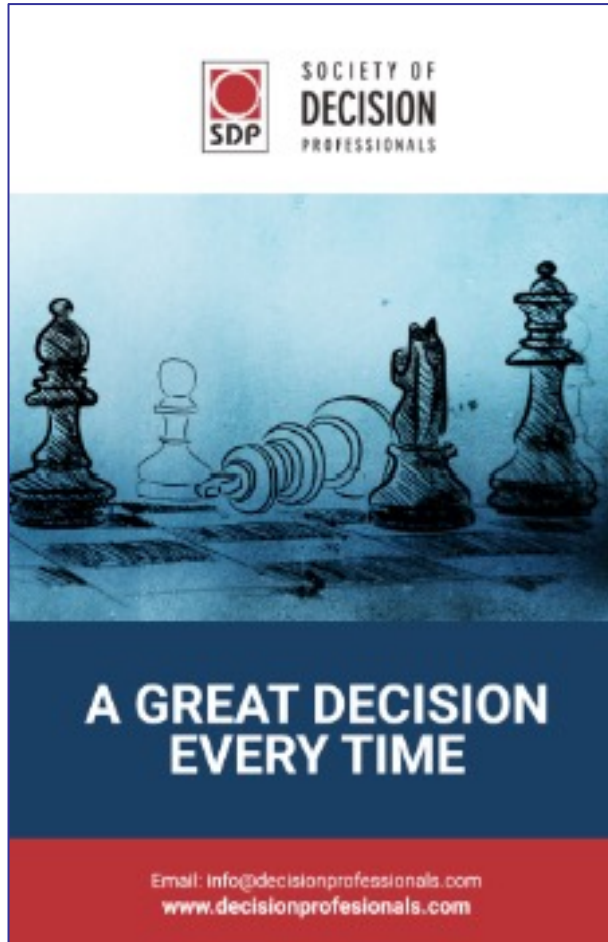
Amazon
Decision Frameworks
Eli Lilly
Keen Decision Systems
Microsoft

Salesforce
SmartOrg
Uncertainty Research
Win Vector

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



Committed to professional standards of decision leadership



Facilitators



Prescribers



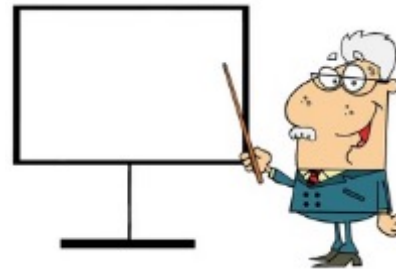
Engineers



Doers



Analysts



Teachers



Researchers



Parents



WHO WE ARE

29

Years
Strong!

800+

Individual
Members

22+

Industries

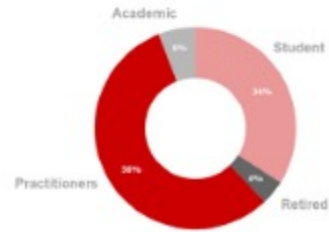
200+

Companies
Represented

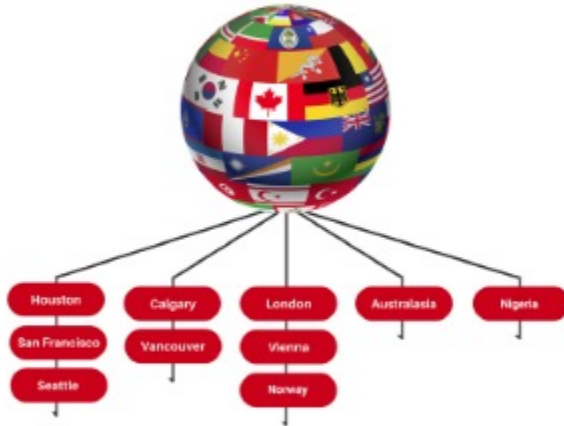
OUR GEOGRAPHIES



OUR MEMBERS



10 CHAPTERS AROUND THE WORLD



THE WORLD FORUM ON DECISION MAKING



RESOURCES & OPPORTUNITIES

- Network of Consultants, Trainers and Software Providers
- Job Board
- Sponsorship

PUBLICATIONS & CONTENT

- Monthly Webinar Series
- Quarterly Newsletter
- Knowledge Content Library

EVENTS

- SDP 2023 Annual Conference**
• Houston, TX | March 21-24, 2023
- Recent Special Topic Conferences**
- Decision Quality Conference
 - Energy Transition Conference
 - Digital Transformation of Decision Making

AWARDS & CERTIFICATIONS

- Raiffa-Howard Award for Organizational Decision Leadership
- Practice Award & Hero Award for outstanding member contributions
- Decision Professional Certifications (Associate, Practitioner, Lead Practitioner, Fellow)

GROUPS

- Interest Groups
 - Innovation
 - Probability of Success
 - Environmental, Social, & Government (ESG)
 - Pharma
 - Cost Schedule & Risk Analysis
 - Data Science
 - Scenario Planning
 - Finance
 - Decision Education
- Regional Chapters
- Decision Professional Discussion Group

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Our purpose today: Decision Intelligence in service of Decision Makers



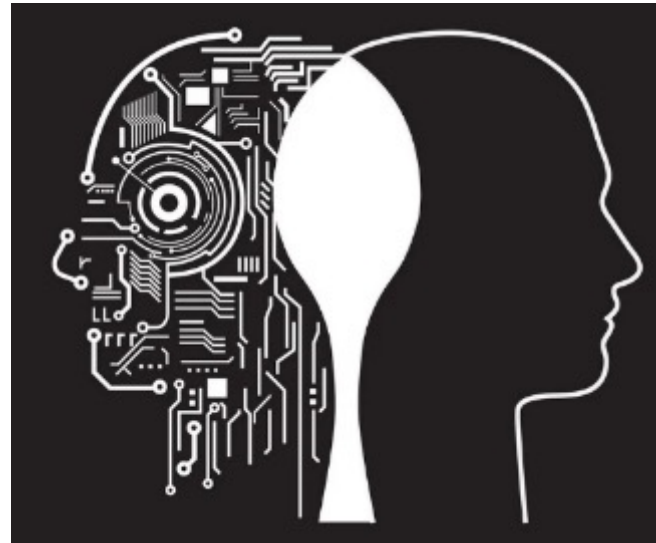
Learn

- About Decision Science
- About AI / ML / Data Science
- Cases that show progress
- Methods in the middle

Move the ball on the themes

- Problems in each area
- Progress made & next steps

Build community and interaction



The day

Motivation, Anchoring and Alignment

Setting the Vision

Discuss the Problems

Demonstrating Progress

Delve a Bit in Method Details

Discuss the Future



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Clarity & Insight for Decisive Action

Thanks to the sponsors of this event!

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Eyas Raddad

Associate Vice President, Portfolio Strategy and Novel Therapeutic Platforms

Seasoned Drug Discovery and Development Researcher

Strategist and Portfolio Manager

SDP Board member, Past President and Change Leader

Angel Investor and Founder



BSc Pharmacy



**UNIVERSITY OF
GEORGIA**

PhD Pharmaceutics



MBA

Lilly

