

## **Advanced Analytics Seminar Series on 23/03/2012**

**Seminar Title:** Analytics in the real world: How to run a marketing analytics agency

**Speaker:** Christian Bartens, Managing Director, Datalicious Pty Ltd, Sydney

**Date and Time:** 1:30pm to 3:00pm, the 23rd of March 2012 (Friday)

**Seminar Room:** CB10.02.330

**Street Address:** 2-12, Blackfriars Street, Chippendale, NSW 2008

**Seminar Chairman:** Prof Longbing Cao ([longbing.cao@uts.edu.au](mailto:longbing.cao@uts.edu.au))

**Abstract:** This talk is mainly about technical side of how a small company of web analytics consultancy is turned into one of the leading data and analytics agencies in Australia. Christian will share with us his challenges of running and growing an agency business as well as provide some insights into the use of data and analytics in the digital marketing industry.

**Short biography of the speaker:** Christian Bartens is passionate about the power of data and how it can help shape effective marketing strategies. After having worked in digital marketing in Australia and overseas for many years, he established Datalicious in 2007, a new breed of agency that strives to makes data accessible to non-analysts and provides actionable insights to marketers. As a data evangelist and pioneer in digital marketing, Christian is chairing the ADMA Data & Analytics Council and has spoken at various conferences about the power of data in optimising marketing communications. He works closely with leading industry bodies and solution providers and regularly gets invited to industry councils, customer advisory boards and beta testing programs to help shape industry best practice. For more information please see <http://www.linkedin.com/in/cbartens>.

### **Overview to This Seminar Series**

The Advanced Analytics Seminar Series presents the latest theoretical advancement and empirical experience in a broad range of interdisciplinary and business-oriented analytics fields. It covers topics related to data mining, machine learning, statistics, bioinformatics, behavior informatics, marketing analytics and multimedia analytics. It also provides a platform for the showcase of commercial products in ubiquitous advanced analytics. Speakers are invited from both academia and industry. It opens regularly on every Friday afternoon at the garden-like UTS Blackfriars Campus. You are warmly welcome to attend this seminar series.

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