

Tuesday, December 14, 2021 | 1:45PM



**Michael Watson**

VP of AI, Coupa Software

***“AI/ML Applications for Industry: The Proven and Future Direction”***

**Abstract:** This talk will cover how companies using AI/ML to improve their supply chains. We’ll highlight this with plenty of industry examples. We’ll also cover a new trend we are seeing—using community data. In the consumer world, community data shows up in apps like Waze—everyone shares their data and gets better driving directions. This trend is moving to the business community, unlocking new supply chain value in risk management and understanding costs. To implement AI solutions, it is also important to define what we mean with the term AI and how companies are building AI/ML teams.

**Biosketch:** Mike is VP of AI for Coupa Software. Prior to Coupa, he was the co-founder and CEO of Opex Analytics, an AI firm that grew to 140 people from 2013 to 2019 when it was acquired by LLamasoft. At LLamasoft he was the General Manager of the Opex Analytics Business Unit. LLamasoft was acquired by Coupa in late 2020.

He is also an adjunct professor at Northwestern University. At Northwestern, he teaches a class on Operations Management (in the Masters in Engineering program) and one on Optimization (in the Masters in Analytics program). He is the lead author of the books *“Managerial Analytics”* and *“Supply Chain Network Design.”*

He holds a PhD from Northwestern University in Industrial Engineering and Management Sciences. (<https://www.linkedin.com/in/michael-watson-07600a1>)