SAS Day Held at Walton College

The University of Arkansas Information Technology Services and Walton College of Business played host to SAS Chief Executive Officer Jim Goodnight with SAS Day, held November 12. Dr. Goodnight served as the keynote speaker at the event.

Goodnight, who was introduced by Walton College of Business Dean Dan Worrell, gave a lecture titled “Age of Analytics: Competing in the 21st Century.” Goodnight said he believed the most successful organizations this century will be those that embrace analytics – the use of computers and statistics to uncover facts in all that data to guide decision-making. He spoke about how SAS customers are harnessing data for competitive advantage, how the jobs in analytics are on the rise, how to attract and retain knowledgeable workers and his concerns about the future of innovation in the U.S.

The day included SAS-related activities, such as lectures by Dr. Tom R. Bohannon, an analytical consultant for SAS Institute, specializing in applying analytical methods to business problems in industry and higher education. Other speakers included Daniel Thorpe of Sam’s Club, Laurie Norman of Acxiom, Dr. David Douglas, interim chair of the Information System Department and Akbar Golmirzaie with Information Technology Services.

SAS produces business analytics software and services used by 93 of the top 100 companies on the 2010 FORTUNE Global 500 list. It also used at more than 50,000 sites in over 100 countries.