Speaker Bio – Joren Gijsbrechts

I'm an Assistant Professor of Operations Management at Esade Business School.

My research helps organizations translate Big Data into practical decisions by applying recent advances in optimization and AI. While I focus primarily on the consumer goods industry, I also collaborate with telecommunications firms and online retail start-ups.

I deliver tailored talks designed to bridge senior leadership's strategic vision with hands-on data science practices. Through concise frameworks, real-world case studies, and interactive prototyping sessions, I help audiences of all backgrounds—from executives to analysts—to gain actionable insights from data.

An overview of topics presented for organizations such as Procter & Gamble, Dow, AN Deringer, GB Foods, and Corning includes:

- **Data Science for Managers**
  Interactive Workshops
    - Provide a comprehensive survey of data-science frameworks and core algorithms
    - Facilitate hands-on prototyping workshops to help managers translate strategic goals into analyst-ready models
- **Towards a Data-Driven Organization**
  Interactive Workshops
    - Assess organizational data maturity and identify capability gaps
    - Co-develop actionable roadmaps to convert raw data into strategic business insights
- **Deep Learning and AI in Organizations — Hype or Here to Stay?**
  Keynotes & Interactive Workshops
    - Explore real-world deep-learning applications, from predictive analytics to generative AI
    - Guide participants through mini-projects that demonstrate AI's tangible benefits
- **Supply Chain 4.0: AI, Data & Smart Decision-Making**
  Executive Masterclasses & Custom Sessions
    - Introduce data-driven frameworks for end-to-end supply-chain optimization
    - Demonstrate digital-twin construction and simulation techniques to enhance operational efficiency
- **From Data to Decision: Robust, Interpretable Learning Models**
  Custom Talks for Industry & Academia
    - Present frameworks to translate complex datasets into clear business actions
    - Host interactive algorithm prototyping sessions