

Speaker Biographies

Women in GIS/The New Analyst

Cindy Elliott



Cindy Elliott heads Esri's commercial industry marketing team. She helps to shape the role of geospatial analytics within the manufacturing industry related to new market analysis, supply chain operations, and advanced services. For more than fifteen years, Cindy has worked with global manufacturers and enterprise class technology companies to influence customer-focused business transformation. Cindy holds a senior visiting industrial fellow position at Aston Business School in Birmingham, UK, and is an established thought leader on servitization and manufacturers' advanced services. She earned a master's degree in international management from the

Thunderbird Graduate School, and completed Harvard Business School's Program for Leadership Development.

Maria-Alicia Serrano



Maria-Alicia Serrano is Vice President of Strategy, Insights & Product Development at YMCA of the USA (National Resource Office). She is an experienced researcher with nearly 20-year history of supporting non-profit organizations in interpreting quantitative and qualitative data, applying appropriate analytical techniques, and deriving meaning and insight from the resulting measurements.

Penny Hornsby



Penny Hornsby is the GIS Administrator for Fort Bend County. Introduced to GIS in her mid-forties by Missouri City's GIS Administrator, she was asked to join the team having never opened ArcGIS. Penny quickly realized that this was the career path for which she had been searching; a profession that requires attention to detail while keeping an eye on the big picture, necessitates technical and creative abilities, constantly challenges, and encourages problem solving.

Penny was the GIS Specialist for Missouri City for ten years before accepting a position with El Campo as the Planning Director/GIS Administrator and, two years later, moving to her home county of Fort Bend to focus her efforts on the county's GIS. Due to high turnover and other issues, the county's team morale was low, the data was neglected and nothing was being done to promote this valuable resource. In less than two years, a five year lag in updates to addresses and subdivisions has been rectified, processes for data accuracy and consistency have been established, applications have been updated and created, relationships have been built and morale is at an all time high with respect for the team's work growing exponentially. The team is focused on adapting to the constant changes and challenges around us and utilizing GIS to be part of the solution. Penny is currently working on the development of a countywide strategic plan to "map" the future of Fort Bend's GIS so that it continues its current trajectory.

Nicole Ceranek



Nicole Ceranek is the GIS Manager for [Montgomery County, Texas](#). Her career started in 2002 when she joined the Army as a Geospatial Engineer (formerly Topographic Analyst). Nicole deployed to Baghdad, Iraq in 2004 where her training was put into practice. She supported high ranking officials and decision makers with GIS analysis and products. After the Army, she became the GIS Database Administrator (DBA) for pipeline engineering firms in Houston, Texas. During her time as a GIS DBA, Nicole learned more about GIS software, hardware, and license management and was part of GIS software development teams. In 2016, she left Oil & Gas to work in Local Government as the GIS Manager for Montgomery County.

Today, Nicole enjoys leading the Montgomery County's GIS efforts which provide a wide range of GIS support to emergency responders, law enforcement, community development, green space management, and elected officials. Her GIS Team is small but mighty, passionate and eager to expand their capabilities throughout the county and region. She is a certified Geographic Information Systems Professional (GISP). Nicole is currently the Lead Coordinator for [Houston Area GIS Day](#), hosted by the Houston-Galveston Area Council's [Geographic Data Workgroup](#). She is also the Co-Chair of the Houston Urban Area Security Initiative (UASI)'s Regional [GIS Work Group](#). In her spare time she enjoys hiking with her family, Legos, and almost anything space related.

Jennifer Pettyjohn



Ms. Pettyjohn has taken an educational background in architecture and planning and an interest geography and applied it to comprehensive, land use and policy planning through almost 30 years in GIS at the City of Seattle.

She began her career at the City at the dawn of the development of the “central geographic database” which would lay the foundation for the robust data infrastructure that is leveraged in the new, powerful GeoDesign tools of ArcGIS Urban and the Urban Suitability Model.

Her work at the City has spanned all parts of the GIS platform from data development to complex spatial analysis, map making and increasingly the capabilities of the ArcGISOnline platform to deliver spatial information and analysis to the public in easy-to-use applications.

In her role as an analyst for policy planning related to land use, she worked on the City of Seattle’s first Comprehensive Plan adopted in 1994 and as part of the requirements of the Washington State Growth Management Act, has continuously worked to improve the data and methodologies to help understand the future and the capacity of the City’s plans to accommodate growth.

With the development of GeoDesign tools, she feels this is an exciting time where software capabilities and data infrastructure intersect with a desire for a more complex and transparent understanding by decision makers and the public about our present and potential futures.

Alina Shemetova



Shortly after graduating from University at Colorado, Denver with a BA in Environmental Science in 2013, Shemetova embarked on her Location Intelligence journey as a GIS Analyst for SM Energy – an oil and gas exploration company. Now as GIS Supervisor for Advanced Analytics, she leads a team of analysts in empowering the business with a Location Intelligence Program and the tools necessary to gain safety, efficiency, and a competitive edge amongst its peers.

Throughout her career, she has had the opportunity to hold titles such as Advisory Board Member of the Geospatial Masters curriculum at her University, Chairman and founding member of her local Rocky Mountain PUG chapter, and Speaker at the 2019 Petroleum User Groups conference in Houston, TX. When she’s not actively pursuing her passion for Location Awareness both professionally and personally, Shemetova can be found playing Singles Tennis for a local USTA league.

Tahirah Mahan Thomas



Tahirah Mahan Thomas is the Managing Director of Location Intelligence and Retail Analytics at CBRE. She is responsible for setting the vision and strategy for the GIS platforms, new product development and integrating location data and analytics into the company's Advisory Services business.

A 14-year veteran at CBRE, Tahirah leads a multi-discipline team of data scientists, GIS professionals, and solution leaders to inform complex site selection and portfolio management challenges for clients.

Prior to this role, Tahirah enjoyed a successful career in marketing, where she worked with nationally renowned companies in the corporate, nonprofit and agency sectors. Her expertise includes strategic planning, messaging and positioning, technology development, and growing high-performing teams.

GIS and Food Insecurity

Rebecca Lehman



Rebecca finds innovative ways to leverage technology in addressing social and environmental problems. She works with nonprofits and local governments to create sustainable solutions. Currently she is focused on food systems and homelessness. She has a master's degree in Environmental Management from the Yale school of Forestry & Environmental Studies.

Charles Hoffman



Charles Hoffman joined 84.51° in 2018. For his first two years he conducted analytics research in support of 84.51°'s health and beauty care and general merchandise missions. He now provides analytics research in support of the Kroger/Ocado partnership, which utilizes robotic systems for automated order fulfillment. In his role as Senior Data Scientist, Hoffman has also been charged with developing assortment recommendations for Kroger's first automated fulfillment centers.

Hoffman has a wealth of analytics experience from his previous position with Catalina Marketing, where he was Manager of Analytic Consulting. In addition, he is also a U.S. Army veteran, having served for three years as an intelligence officer.

Hoffman has a Master of Science degree in Consumer Analytics, as well as a Master of Business Administration degree from Xavier University.

Nick DiSebastian



Nick DiSebastian is the Marketing Data Analyst at the Atlanta Community Food Bank. His utilization of GIS at the Food Bank enhances the organization's mission of addressing food insecurity in metro Atlanta and north Georgia. GIS used at the Food Bank for the purposes of site selection, public-facing emergency resources, story telling, and policy advocacy.

Francesco Stompanato



Francesco Stompanato is the regional Information Management and GIS officer for the World Food Programme, supporting humanitarian activities in Latin America and in the Caribbean. He is responsible for improving information flows in the region and create products that inform response to complex emergencies. During Covid-19 response, He's supporting the WFP regional hub and colleagues in country offices assessing remotely the impact on vulnerable population and implementing digital tools to disseminate insights to decision makers in the organization and cooperating partners.

Prior to this assignment, Francesco served for 8 years the Division of Emergencies at the WFP headquarters in Rome, where he led the GIS team responsible for data preparedness initiatives and for the implementation of corporate platforms for geospatial data management and sharing. He is an active contributor of open source communities for geospatial technologies and information management working groups.

GIS and Retail Disruption

Gary Sankary



Gary Sankary joined Esri in 2014 as a subject matter expert in retail after spending 30 years in the industry. Gary's retail career started in his parent's family business more than 40 years ago. Along the way he had an opportunity to work with Cost Plus Imports, Mervyn's and Target Corp. where he led a number of cross-functional teams developing technology and business process strategies to support store and digital merchandising initiatives.

Jason Jackson



Mr. Jason F. Jackson is the Chief Security Officer for Bass Pro Group, which includes the leading Outdoor retail brands of Bass Pro Shops and Cabela's, the beautiful Big Cedar Lodge resort, and leading recreational boat and off-road manufacturer White River Marine Group amongst a number of other entities. As the CSO, Jason has responsibility for all matters related to security, safety and regulatory compliance.

Prior to this role, Jason served as the head of Emergency Management for Walmart, Inc. leading a best-in-class operation around crisis preparedness, response and recovery for all forms of business disruptions globally; to include natural and manmade disasters, security related issues, significant epidemiological issues, and other emergencies.

Jason holds an undergraduate degree in Emergency Administration and Management (BS) from Arkansas Tech University, Russellville, Arkansas and graduate degrees in both Organizational and Business Security Management (MA) and Business Administration (MBA) from Webster University, St. Louis, Missouri.

Jason is a native of Oregon, but now resides in Missouri with his wife and children.

Steve Sapardanis



A member of Carhartt for 8 years, Steve has worked in the Merchandise Planning, Demand Planning and Account Planning Departments before switching over to the Sales Team 3 years ago. Now as a Sales Analytics Manager overseeing all Sales Reporting and Analysis, Steve is responsible for supporting the Sales Team via the many and varied tools, systems and reporting to drive business growth. Working very closely with Carhartt's Information Technology Department, Steve is able to provide a Sales Team lens to the approach and design of the latest geo-spatial software infographics and end user interfaces.

Prior to Carhartt, Steve worked at the corporate offices of Kmart, Sports Authority and Meijer with a focus on Space Planning and Merchandise Planning.

Ralph Torres



As a location intelligence expert, Ralph helps ULTA create a clear, strategic vision for an enterprise GIS that supports organizational goals. In his 15 years with ULTA, Ralph has worked with teams throughout ULTA with a focus on enabling broader spatial analysis and a source of reference across the enterprise. Prior to ULTA, Ralph has worked with several well-known organizations such as Urban Retail Properties, State Farm, Case New Holland and the US Army supporting their location intelligence initiatives. Ralph is the current Chairman of the Esri Retail Special Interest Group, where he'll help shape leading Retail industry initiatives and their cross-

section with location intelligence.

GIS and COVID-19

Este Geraghty



Dr. Geraghty is the Chief Medical Officer and Health Solutions Director at Esri where she leads business development for the Health and Human Services sector. Formerly the Deputy Director of the Center for Health Statistics and Informatics with the California Department of Public Health, Dr. Geraghty led the state vital records and public health informatics programs. There she engaged in statewide initiatives in meaningful use, health information exchange, open data and interoperability. While serving as an Associate Professor of Clinical Internal Medicine at the University of California at Davis she conducted research on geographic approaches to influencing health policy and advancing community development programs. A specific area of research focus involved pesticide safety. In addition to her degrees in Medicine, Medical Informatics and Public Health, Dr.

Geraghty is also a board certified public health professional (CPH) and a Geographic Information Systems Professional (GISP).

Zach Robinson



Zach Robinson is a GIS Analyst at the City of Santa Monica where he oversees enterprise GIS operations for the Information Services Department. Zach studied geography and GIS at the University of California, Los Angeles. He has a passion for GIS and works to promote location intelligence throughout city operations. He cofounded the city's "Data Academy" where he educates staff on data-driven decision making. Zach has assisted the city's emergency operations center during planned and unplanned events including the Los Angeles Marathon, the 2018 Woolsey Fire, and most recently the COVID-19 pandemic.

Andrew Schroeder



Dr. Andrew Schroeder is the Vice President of Research and Analysis for Direct Relief. He leads Direct Relief's work in GIS mapping, epidemiological analysis and humanitarian informatics. His work has been published or featured in publications including Science, The Lancet, The New York Times, The Washington Post, Fast Company, Motherboard Vice, Wired, The New Humanitarian, Prehospital and Disaster Medicine, and the International Journal of Cancer. He has worked in a consulting and advisory capacity for the United Nations Development Program (UNDP) and the World Food Programme (WFP).

Dr. Schroeder is the co-founder, along with colleagues at Harvard TH Chan School of Public Health, of the Covid-19 Mobility Data Network, a global network of infectious disease experts and public health responders dedicated to real-time digital epidemiological analysis during the Covid-19 pandemic and future health emergencies. He is also the co-founder and Board President of the global nonprofit WeRobotics.org, which builds local capacity in robotics applications for humanitarian aid, development, and global health in 30 countries around the world. Dr. Schroeder earned his Ph.D. in Social and Cultural Analysis from New York University and his Masters of Public Policy (MPP) and certification in Science, Technology and Public Policy (STPP) from the Gerald R. Ford School of Public Policy at the University of Michigan.

Nikki Paripovich Stifle



After a decade of working with multinational companies, global nonprofits, and state and local governments for ESRI, Nikki now leads the advancement of Kohler Companies' geospatial capabilities. She serves as a cross-divisional strategist working with leaders to align initiatives across organizations to utilize resources optimally, support growth, and provide the desired level of service to the end consumer. Prior to serving as Marketing Director for a company in the health & wellness sector, Nikki spent three years in Estonia as a Peace Corps volunteer.

Dora Barilla



Dr. Barilla is the Group Vice President, Community Health Investment for Providence St. Joseph Health, Senior Fellow for the Institute for Health Policy and Fellowship at Loma Linda University Health. She is the co-founder of HC2 Strategies Inc, former Assistant Vice President for Strategy and Innovation at Loma Linda University Health and the founder and for a not-for-profit organization, Partners for Better Health, promoting health initiatives in communities. Dora has spent last two decades putting healthcare plans in place that are strategic, effective, and yes, downright creative. Dora understands that a proactive health policy requires innovative thinking and action (along with a healthy dose of heart and soul) and nothing less will do. She is a dedicated individual who exemplifies an unrivaled commitment to community health outcomes.

Brian Smith



Brian works with private sector organizations to define, develop, and implement large-scale geospatial-based solutions to assist in maximizing profits. Brian has more than 15 years of experience working on private and public sector implementations and designs for the retail, manufacturing logistics, and health care sectors. However, much of his focus is in the insurance sector.

Prior to joining GeoDecisions, Brian worked at a small consulting firm as an onsite analyst with the Delaware Department of Transportation. He holds a bachelor of arts in urban planning with a concentration on GIS from the Indiana University of Pennsylvania.

In addition to bass fishing and enjoying the great outdoors, Brian golfs, plays tennis, and collects Goorin Brothers hats in his free time.

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GIS and Climate Resiliency

Chris Chiappinelli



Chris Chiappinelli is the editor of WhereNext magazine. Through his writing, he explores the Internet of Things, digital transformation, big data analytics, and other trends that keep executives awake at night. Most recently, Chris managed internal content for PTC, a pioneer in the Internet of Things and a purveyor of technology for smart products, augmented reality, and other cutting-edge applications. Prior to his work at PTC, he spent a decade as a journalist covering business and technology news.

Stephen Bourne



Steve Bourne is a project director at Atkins, a global engineering consultancy. He is a lead resilience modeler, climate scientist, and software engineer. He is the principal developer of City Simulator, Atkins' map-based tool for simulating communities as they evolve into a climate change-influenced future.

Kristy Senatori



Kristy Senatori leads the Cape Cod Commission in designing innovative land use policies, environmental and community resilience strategies, and comprehensive economic development initiatives through a multi-disciplinary approach. She promotes collaboration among communities through information and regionalization projects, and the implementation of decision support platforms designed to create efficiencies. Ms. Senatori has been a featured speaker at regional and national conferences. After graduating from law school, Ms. Senatori worked in the private sector for several years before joining the Commission in 2008 to serve as Chief Regulatory Officer and Deputy Director. She was named Executive Director in 2018.

Shannon Carroll



Shannon is Director of Global Environmental Sustainability at AT&T and is responsible for implementing sustainable business strategies throughout the company. He has been with AT&T for 21 years and has worked as a sustainability professional for the last 9 years. In that time, he has covered a broad range of social and environmental issues, including climate change, renewable energy, conflict minerals, human rights, GHG accounting, waste and water. Shannon has a bachelor's degree in Business and has completed graduate work in sustainability and environmental management.