

Enrico Laoh, *PhD(cand.)*

IISE Lisa Zaken Award for Excellence Awardee
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Key Competencies

| | | |
|--------------------------------|---------------------------------------|-------------------------|
| Data-driven Decision-making | Collaborative Artificial Intelligence | Spatial Analysis |
| Business Analytics | Blockchain Technology | Text Mining |
| Visualization and Storytelling | Optimization | Customer Segmentation |
| Machine Learning | Time Series Analysis | Lifetime Value Analysis |

Experience

APPLIED MACHINE LEARNING TECHNOLOGY FOR TIME SERIES DATA ANALYTICS

Demand Forecasting Model for Airline Industry (*United Airlines, Inc.*)

- Observing the pricing model and understanding the effect of demand forecasting.
- Updating the demand forecasting model and testing novel variables extracted from internal databases and external potential influence.
- Successfully reduced the forecasting MAPE by ~2%.

HIGH-STAKE DECISION SUPPORT SYSTEM

Collaborative AI in Healthcare for a Robust Disease Prediction (*Oklahoma State University*)

- Developing machine learning models incorporating trust issues for risk-sensitive decision-making.
- Implementing a collaborative AI approach to increase the performance while validating the prediction.
- Designing a continuous human and AI learning framework.
- Testing the model's robustness over different data sets.
- Funded by NIH under a \$ 1.2M research grant for advanced data science in health research.

ADVANCED TECHNOLOGY FOR SUPPLY CHAIN DESIGN

Blockchain Technology for Transparency in Supply Chain Network (*Universitas Indonesia*)

- Enhancing trust and transparency by ensuring confidential, immutable, and secure transactions.
- Improving transaction efficiency by enabling fast transaction speeds and effective data transfer.
- Reducing the risk of non-compliance process by providing a reliable validation mechanism.

Education

- **Doctor of Philosophy**, *Industrial Engineering and Management*, Oklahoma State University, Expected 05/2025
- **Master of Science**, *Industrial Engineering and Management*, Oklahoma State University, GPA 4.00/4.00
- **Graduate Certificate**, *Business Analytics and Data Science*, Oklahoma State University, GPA 4.00/4.00

Leadership

- **Vice President**, *GP Student Government Association*, Oklahoma State University
- **President**, *INFORMS OSU Chapter*, Operation Research and Management Science Society