# Nomination Form: 5768

## Keating, Kim

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**Page: Nomination Form**

**Nominee's First & Last Name (or contact name for nominated company)**

Keating, Kim

**Nominee's Business Title**

Vice President of Data Science

**Nominee's Company Name**

AT&T

Please select the nomination category

**Category**

Corporate CTO

- The nominee may be with a technology or technology enabled company.
- The nominee's technical leadership demonstrates team building and market awareness skills and the maintenance of a creative environment.
- The nominee's technical knowledge fostered the inception and development, not adoption or adaptation, of novel product(s), service(s), intellectual property, and/or processes.

## As part of the selection process, nominations will be judged on the following criteria:

- How the nominee created and/or supported the environment and team for success. (30%)
- How the nominee demonstrates technical leadership. (25%)
- What the nominee has done to assure that the new technology provides a sustainable competitive advantage (25%)
- The impact the new technology has created or is expected to create. (20%)

## Award category judges' interview:

- **Nominees for this award have the possibility to be interviewed by the judges on June 27th between 8:30 am and 10:00 am. All nominees for this award should be informed of the potential for this interview.**

*Should your job have more of an IT Management responsibility, you may wish to consider applying for the CIO Award.*

## 1. Describe briefly the technological breakthrough(s), that the nominee's team is responsible for creating and the related industry sector where it is (they are) applied.

Kim Keating, Vice President of Data Science at AT&T, is a critical leader in AT&T's Chief Data Office. Through her leadership and vision, Kim's teams transform and data-power AT&T with advanced analytics, machine learning and artificial intelligence. Her teams leverage vast amounts of data to provide insights and answers to critical business questions impacting AT&T's consumer, business and corporate operating units. She's a leader in defining and implementing the company's AI strategy and known for developing technology to create best-in-class capabilities that deliver business value.

A project that highlights Kim's critical efforts and illustrates how data science delivers significant value to AT&T is Fleet Safety.

**Fleet Safety** is a data-driven coaching tool trialed with 4,500 AT&T technicians to increase safe driving. It captures risk indicators such as hard breaking, acceleration, speed, length of service and weather. At-risk Technicians receive customized tips and videos in their training portal and supervisors are able to see flagged behaviors requiring additional coaching. The model identifies behavior patterns that, during a test period, correlated to patterns found in 78% of accidents where a company vehicle was involved in a collision with a non-company vehicle.

**2. Explain how the nominee created and/or supported the environment and team where aggressive goals are established, teamwork is rewarded, risk taking is encouraged, and incentive for success is in place. (30%)**

As an innovator in AT&T's Chief Data Office, Kim is tasked with leading a cutting edge data science organization and the charge to data-power one of the most recognized and revered global companies. Especially relevant is that the competition to win the customer of today and tomorrow has never been more challenging. Changes in technology have led to a convergence of media, technology, telecom and entertainment industries and AT&T is an active in all of them. Through her role, Kim develops the vision, strategy, and execution to answer some of the most difficult problems facing the company in innovative ways that foster collaboration, continual development, and reuse.

In 2017, Kim's teams delivered hundreds of millions in business value through a philosophy of data optimization to transform the way AT&T makes decisions, acts on them and delivers greater results. Using data science, Kim and her teams go a step beyond analyzing why something happened to predicting what will happen and how to influence desired outcomes. Through this important work, Kim and her teams apply artificial intelligence to empower business units to smartly grow revenue, reduce churn and improve the customer experience.

Kim's leadership philosophy centers around three core principles:

- Be an amazing peer who recognizes and celebrates the successes of others

- Drive step function improvements through collaboration and employee engagement

- As you climb, you should also lift

Kim's takes her responsibility as a member of AT&T's leadership team seriously and works to develop the next generation of leaders. AT&T's overall leadership team is 35% female, and Kim realizes the importance of diversity at all levels. She's one of the many at AT&T working hard to develop an inclusive culture and equip future leaders with tools to enable their successes. Kim leads by example to build high performing teams focused on continual learning. Thanks to her leadership style, her teams feel empowered to speak up and think differently, allowing them to deliver cutting edge work that is defining the artificial intelligence landscape today and in the future.

**3. Describe the nominee's technical leadership in identifying opportunities, achieving corporate consensus and support for projects, and assuring that their team has the resources required for success. (25%)**

As Kim is at the forefront of outlining and executing the company's AI vision and strategy, it's critical for her to not only use data and data-driven insights to identify opportunities but also drive data-powered solutions that meet the needs of key stakeholders across the organization that range from frontline employees to executive officers. She drives alignment and success by being a transparent and accessible leader who is open to ideas and willing to learn from others at all levels of the organization.

Kim is a tireless advocate for her teams and is most fulfilled when her teams succeed in delivering innovative and sustainable solutions to some of the companies most complex challenges by utilizing artificial intelligence. Kim draws on her technical degree and prior roles in the technology industry to bring cutting edge ideas and tools to her teams such as Acumos, AT&T's platform and open source framework that makes it easy to build, share, and deploy artificial intelligence applications. Through Kim's support and backing, her teams are able to drive meaningful change across the organization, and deliver significant business value that supports reuse and enables self-service.

**4. Describe what the nominee has done to assure that the new technology provides a sustainable competitive advantage and to successfully communicate the impact of this technology internally and, without giving away the advantage, externally. (25%)**

Innovation is at the heart of AT&T, and Kim exemplifies this through her leadership each and every day. As a leader in a company of more than 250K people with a 142-year legacy, Kim knows that the success of her team is tied to the success of designing and implementing programs that are widely adopted and deliver results for both the short and long term. By fostering collaboration and supporting innovation, Kim and her partners across the organization are able to deliver wins through growth, positive brand impact and an enhanced customer experience.

A focus area for Kim and her teams is fraud and cybersecurity; they attack both through data science algorithms. With this differentiated algorithms approach, Kim and her teams are able to not only analyze five billion web events per second but build security into AT&T's network and identify and isolate problems before they spread. Through this unique methodology, algorithms scan 5,000 network events per microsecond—or five billion events per second. It's the biggest of Big Data projects, and Kim is leading this effort to make the web a safer place.

This cutting edge practice involves three key parts: parallel computing, fast algorithms and an immense amount of data. The amount of data analyzed daily is 206 petabytes or the equivalent of streaming an HD movie continuously for 65 years. Kim and her teams are constantly analyzing fraud and cybersecurity "events." Their work helps AT&T screen 750 billion events daily, searching for patterns that might include malware, viruses or hacking attempts.

## 5. Describe the impact the new technology has created or is expected to create. (20%)

Kim and her team's data-powered approach to fraud and cybersecurity is an integral part of AT&T's industry leading and software defined network.

Applying innovative artificial intelligence, Kim and her teams have detected zero-day attacks weeks before they were published by major security firms. Using new and unique algorithms, Kim is leading her team's critical advances in detecting malicious domains and sharing this information with key stakeholders.

This important work is good for customers and good for AT&T. With fast algorithms, Kim and her teams are moving fraud and cybersecurity forward without needing to bulk up on more computing power. Because of this innovative work, we'll need less space and less power to provide a more secure network that is able to address a rapidly changing threat landscape.

## 6. Additional comments related to nomination.

Kim's a believer in personal development and professional reinvention to keep up with evolving technology trends. In addition to her Bachelor of Science in Electrical Engineering and a Masters of Business Administration, she takes courses and engages with thought leaders to continue her education.

Kim also prioritizes community engagement. In 2017 she made a meaningful impact in three key ways:

Mentoring: Kim leads a mentoring circle to share insights and support skill development to enable a successful career. She also does one-on-one mentoring regularly and speaks at Employee Resource Groups.

Leadership Development: Kim is a co-founder of #PaveItForward, a consortium of Dallas companies committed to developing leadership through education, inclusive leadership and networking. The consortium hosts events designed to facilitate conversation and learning among Dallas leaders.

Education: Kim is the webmaster of the HPISD PTA and donates financially to improve K-12 public education in Dallas.

Kim's willingness to serve others, personally and professionally, continues to leave a positive impact on her community and develop the next generation of leaders.

## Attach an optional document related to the nomination. (i.e. video, powerpoint, website) Judges may or may not review it.

No File Uploaded