

# Joe Kokinda

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Executive Business Leader

- Author
  - Speaker
  - Passionate People Leader
  - Data Driven-Strategist
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**Decision Intelligence | Business Insights | Data  
Analytics | Data Science | Artificial Intelligence**





**Joe Kokinda**  
Downingtown, Pa

**CORE COMPETENCIES:**

- Transformational Leadership
- Executive-Level Alignment
- Enabling Decision Intelligence with AI
- Telling The Story With Data
- Actionable Insights
- Applying Data Science
- Artificial Intelligence Strategy/Solutions
- Organizational Leadership | Roadmaps
- Visualizations | Insights Strategy
- KPIs / OKRs | Business Value Creation
- Stakeholder Partnerships
- Revenue Generation

**Decision Intelligence, Business Insights, Data, Analytics and Data Science**  
Executive Business Leader

Author | Speaker | Passionate People Leader | Data-Driven Strategist

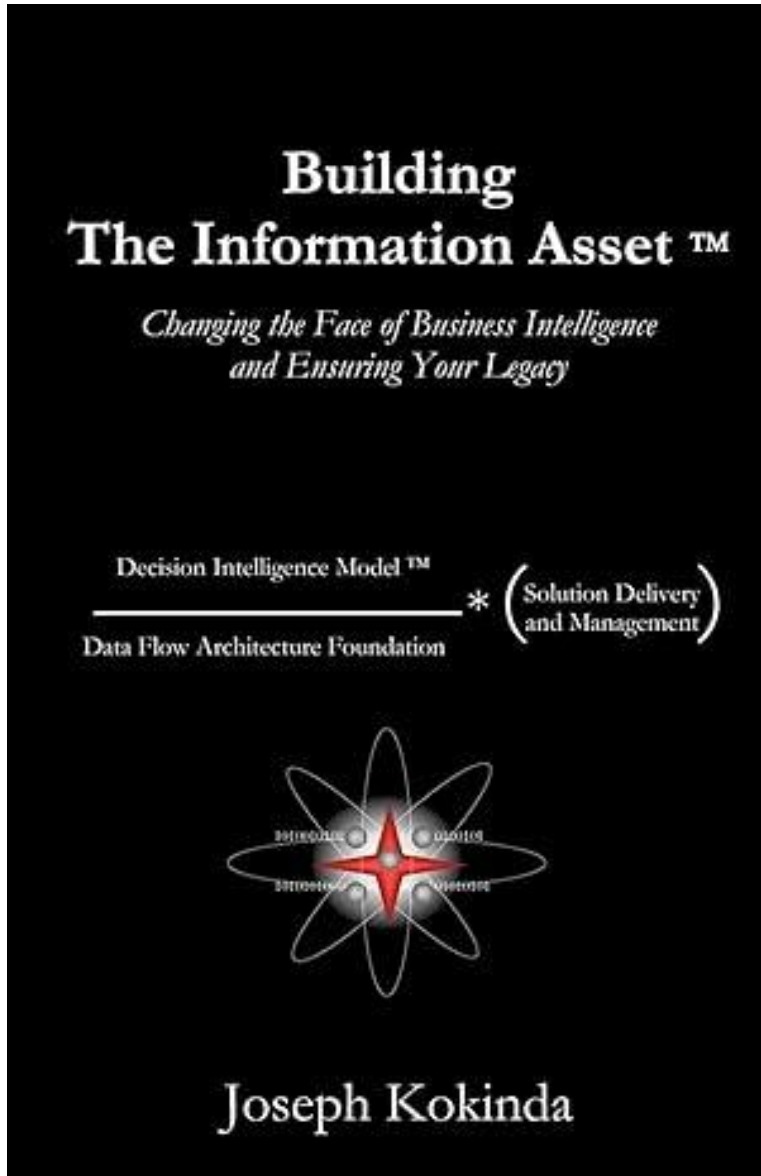
**Key Experience Summary:**

1. **Published Book:** Building the Information Asset
2. **Podcast:** The Human Code | Data-Driven Humanity With AI – A Vision For The Future
3. **TEDx Comcast Presentation:** *Enabling Informational Intelligence and Business Insight*
4. **The John Batchelor Show:** Turning Big Data Into Actionable Insights
5. **AI Workshop:** Data Innovators Network - Presenting (Your AI Project Idea) to the Board Of Directors
6. **National Retail Federation (NRF) Big Show** - Artificial Intelligence in Retail: Applied Data Science Is Your Competitive Advantage
7. **Executive Workshop - Athens, Greece:** Driving Profitability In Esports
8. **Other Industry Conference Presentations:** Oracle Openworld, IE BI Innovation Summit, DAMA, TDWI Big Data Analytics Summit.
9. **Expert Panel** – Data Innovators Network – Enterprise AI Adoption

**Real-World Projects / Products:**

- AI Product Launch: QSR Suggestive Sell AI – Real-time qualified upsell
- AI Actionable Insights Study: Most Valuable Endcaps In Grocery and Customer Pathing Behaviors
- Connected Health Platform Of The Future – Patient Journey
- Executive Partnerships: Business Insights Strategy and Roadmap

# 1. Published Book: Building The Information Asset

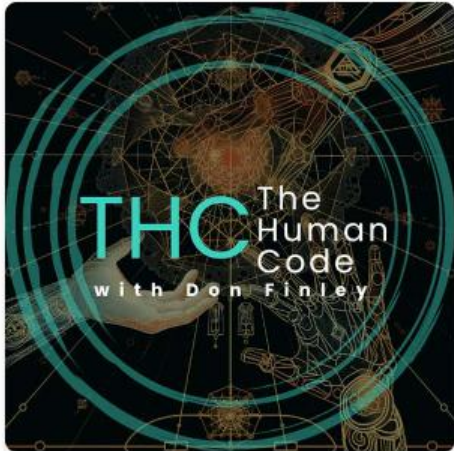


For years, companies have been making substantial investments of time and money into their information systems. With all this investment into solutions like ERP/CRM applications, data warehouses and business intelligence, why is it still so challenging for employees and management to get the information they need to do their jobs? Why is reporting so imperfect that everyone needs to begin an “information quest” as part of their role instead of being delivered the information and intelligence that they require to do their job? Doesn't it make sense to have resources focused on interpreting information and making decisions rather than collecting and assembling data? If you can see beyond the empty promises of software vendors and recognize the value that true decision intelligence reporting can bring to an organization, then The Information Asset™ is the vehicle you've been waiting for.

available at  
**amazon**

[Link To Amazon Listing](#)

## 2. Podcast: The Human Code | Data-Driven Humanity With AI – A Vision For The Future



The Human Code® podcast unravels the intricate blend of technology, leadership, and personal growth, featuring insights from visionary...

[Show More](#)

The Human Code

### Data-Driven Humanity: Joe Kokinda's Vision for the Future

November 12, 2024 • Don Finley • Season 1 • Episode 51

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**Don Finley** • 1st  
AI strategist for visionaries: I help service organizations in evolving mar...  
1yr • 🌐

I'm thrilled to share our latest episode of The Human Code where I had the pleasure of reconnecting with [Joe Kokinda](#), a long-time acquaintance and an inspiring leader in the world of technology ...more

The image shows a video player interface. The video content features Don Finley wearing a headset and speaking. Overlaid on the video is the text 'SO HUMANITY IS DRIVING FORWARD' in bold, teal letters. A circular logo for 'The Human Code' is visible in the bottom left corner of the video frame. The video player includes a progress bar at the bottom showing 0:30 / 1x and a volume icon.

You can access the podcast on:

- Spotify
- Apple Music
- The Human Code Website

Links:

<https://lnkd.in/ejiR6MQq>

<https://lnkd.in/eT6-tubd>

[https://lnkd.in/eb\\_EWCPN](https://lnkd.in/eb_EWCPN)

**The Human Code Podcast** - Check It Out! I recently sat down to chat with Don Finley to discuss Data-Driven Humanity: A Vision For The Future. It was a great conversation. We discussed the practical application of AI, future consumer and business interactions with artificial intelligence, and the importance of personalized data in healthcare. Be sure to check it out!

**TEDx Comcast Presentation: *Enabling Informational Intelligence and Business Insight with Visualizations***



## 4. The John Batchelor Show at NRF: Turning Big Data Into Actionable Insights



- National Retail Federation Big Show: <https://nrffigshow.nrf.com>
- John Batchelor Show : <https://audioboom.com/channels/4002274-the-john-batchelor-show>

At the NRF 2019: How to turn the overwhelming amount of data that can be collected into actionable results. Joe Kokinda, Director, Data Science and Analytics. Stratacache.com

Jan 16, 10:41 PM



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**Next**

SpaceX builds the Starship as fast as "When Worlds Collide" built the escape ship. Bob Zimmerman, BehindtheBlack.com

**Top Episodes**

The Fellowship: The Literary Lives of the Inklings: J.R.R. Tolkien, C. S. Lewis... Philip & @carol\_zaleski 1 of 3. by The John Batchelor Show

# 5. AI Workshop: Data Innovators Network – Presenting (Your AI Project Idea) to the Board Of Directors



**Data Innovators Network (DIN) semiannual event**  
Tuesday, April 29, 2025 | 8 a.m. – 11:30 a.m. ET  
Rolling Green Golf Club | 280 N. State Road | Springfield, PA 19064

Join us for our second Data Innovators Network event on April 29, where senior business and technology leaders can connect, collaborate, and spark innovation. This forum goes beyond traditional networking, fostering a community to exchange insights, share solutions and explore transformative strategies.

**Event details:**  
On April 29, we'll convene at Rolling Green Golf Club from 8:00 AM to 11:30 AM to tackle pressing questions shaping the future of data and AI. Our agenda includes:

- A discussion around real-world AI solutions, their tangible impacts and the challenges some projects have faced.
  - Facilitated by Brendan McGuire and Alex Bilinski, Wipfl.
  - Members are encouraged to bring their successes, failures, ideas and challenges to this discussion.
- Proven strategies to secure funding from CFOs, Boards and investors for data and AI projects.
  - Facilitated by Joe Kokinda, Cabelmart
  - Supported by Vijay Aggarwal, angel investor and board member at various organizations

This isn't just a chance to network — it's an opportunity to spark new ideas, uncover actionable opportunities and form partnerships that will shape the future. Join us and let's innovate together.

AI Workshop

Simulation:

Presenting...

to the Board Of Directors

By: Joe Kokinda

**Brendan McGuire** Partner  
10mo • 6

Must admit, I love in-person events. Thank you to everyone who attended and participated in our Data Innovators Network event yesterday (April 29). We had a productive morning defining AI, sharing successful AI implementations, and discussing best practices to enhance AI literacy and secure funding for future projects.

A special thanks to our presenters [Joe Kokinda](#), [Matt Sabo](#), and [Alex Bilinski](#) for their insightful contributions. We also extend our gratitude to our mock Board panel: [John Viglione](#), [Vijay Aggarwal](#), and [Brad Baturka, CPA](#), for their valuable insights and extensive experience in approving strategic initiatives.

Lastly, a heartfelt thank you to the [Rolling Green Golf Club](#) staff for once again making this event a great success.

Message me separately if you are interested in participating in future Data Innovators Network events in the Philadelphia region.



# 6. National Retail Federation (NRF) Big Show - Artificial Intelligence in Retail: Applied Data Science Is Your Competitive Advantage



**BEN GAUTHIER**  
TECHNOLOGY & COMMERCE PARTNER, Q DIVISION

## Automated Retail

Over the past 18 months, significant advances in machine learning + robotics have given rise to new types of customer experiences at retail. Vision tech, autonomous robots and AI powered personalization at scale are raising the bar of what is possible. In this session, Ben will share insights on how trend of tech disruption continues to influence new consumer expectations.



**JOE KOKINDA**  
DIRECTOR - DATA SCIENCE, ANALYTICS AND INSIGHTS, STRATACACHE

## Artificial Intelligence in Retail: Applied Data Science Is Your Competitive Advantage

Artificial intelligence is driving a once-in-a-lifetime transformation of the physical retail shopping experience. Online shopping has increased the use and utilization of data, data science and analytics to new levels of purpose and value. Online retailers have had the competitive advantage, but not anymore. Remember – your customers visit your stores. They stay with you for hours. You have many more opportunities to make an impression on these customers than online brands and digital strategies could ever accomplish. Enabling artificial intelligence, through the application of data science, is now your competitive advantage for reducing operational costs, increasing revenues and creating an awesome in-store customer experience.

SEE THE FULL TRANSFORMATION TALK SCHEDULE AT [WWW.STRATACACHE.COM/NRF-2020/](http://WWW.STRATACACHE.COM/NRF-2020/)

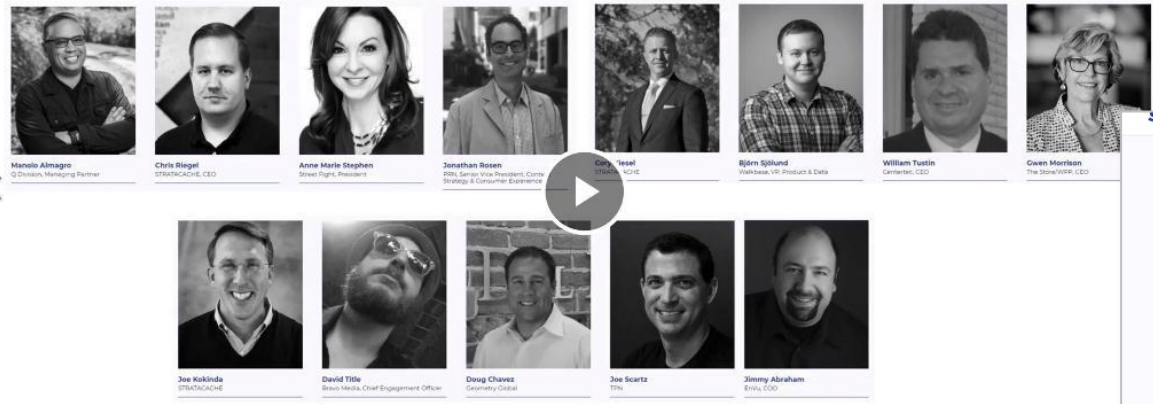


# 6. National Retail Federation (NRF) Big Show - Transformation Talks

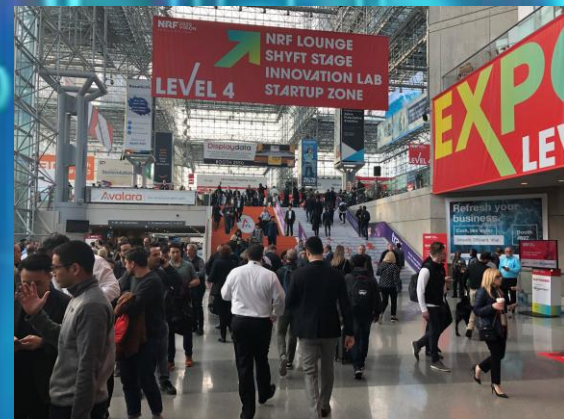
## Data Science and Actionable Insights In Retail: The Risk Of Waiting and The Value Of Investing

### TRANSFORMATION TALKS

#### SPEAKERS



DAY 1 JANUARY 13 2019	DAY 2 JANUARY 14 2019	DAY 3 JANUARY 15 2019
9:00 AM <b>EMERGING TECHNOLOGY DEMO</b> STRATACACHE		
10:30 AM <b>PROJECTING DELIGHT - ENGAGING CUSTOMERS WITH CUSTOM PROJECTION MAPPING</b> David Title - Bravo Media		
12:00 PM <b>EMERGING TECHNOLOGY DEMO</b> STRATACACHE		
1:30 PM <b>DATA SCIENCE AND ACTIONABLE INSIGHTS IN RETAIL – THE RISK OF WAITING AND THE VALUE OF INVESTING</b> Joe Kokinda - STRATACACHE		
3:00 PM <b>EMERGING TECHNOLOGY DEMO</b> STRATACACHE		



Joe Kokinda - Key Experience Summary

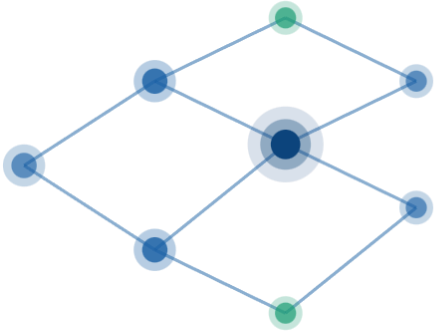
# 7. Executive Workshop - Athens, Greece: Driving Profitability In Esports



## EFG Product Profitability - Data Workshop



# Data Innovators Network – Enterprise AI Panel – April 2026



WIPFLI

## Data Innovators Network

Enterprise AI Adoption



DIN Attendees,

Thank you again for joining us this week for the Data Innovators Network event. It was a great discussion, and I'm grateful to our panelists for sharing candid perspectives and real-world experiences on enterprise AI adoption, data readiness, risk, and talent. LinkedIn profiles are below.

- [Grace Francisco](#)
- [Joe Kokinda](#)
- [Kevin Hyde](#)
- [Larry Bilker](#)
- [Matt Sabo](#)

The conversation reinforced how much progress organizations are making, and how much thoughtful leadership still matters as AI becomes more embedded in day-to-day operations. Thank you all for the time, preparation, and insight you brought to the discussion.

Your feedback is always valued on how to improve these sessions. If you have time, please provide your feedback here: [DIN Survey Response](#)

*Stay tuned for a May event invite to another fun gathering.*

As promised, below is the list of podcasts and links that were recommended during the session in case anyone wants to continue the learning and exploration. Several attendees mentioned these as great ways to stay current on AI, technology, and business trends.

- [AI Daily Brief](#)
- [Freakonomics Radio](#)
- [Acquired](#)
- [Lenny's Podcast](#)
- [Rundown AI](#)
- [Practical AI](#)
- [Moonshots](#)
- [AllSides](#)



Thanks again for a terrific discussion, and we look forward to continuing the conversation.

<https://www.linkedin.com/in/joekokinda/>

Joe Kokinda is an accomplished decision intelligence, business insights and applied data science leader with a proven track record of success in leading organizations and teams.

Over the course of his career, Joe has had the opportunity to contribute to the success of many organizations including Comcast, Oracle, InterDigital, NY Jets, HEB, CubeSmart, Ricoh, Taco Bell, ESL FACEIT Group, GSK and many others across industry verticals including pharmaceutical, high technology, retail, marketing, software, CPG, finance, banking, esports, gaming, self-storage and telecommunications.

As an enterprise intelligence strategist, he has led in strategic thinking, planning and delivery of innovative, visionary and valuable data architectures, business insights and decision intelligence solutions to support IoT, computer vision, sensor technology, data science, machine learning, cloud data, decision science and related advanced technology areas.

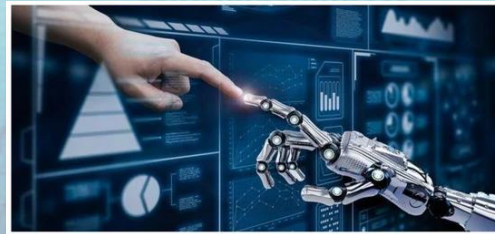
Joe has presented at numerous industry events and conferences over the years, including TEDx Comcast, National Retail Federation (NRF) Big Show, Oracle Openworld, TDWI and The John Batchelor Show in New York City. Joe enjoys engaging peers and colleagues on technology solutions, trends and direction. He is the author of the book: "Building The Information Asset™: Changing the Face of Business Intelligence and Ensuring Your Legacy."

Over the past few years, Joe has been focused specifically on working with executives on business insights, strategic planning, organizational transformation, data leadership, value-based executive workshops and building / launching artificial intelligence solutions into the marketplace.

Joe was recently featured on [The Human Code](#) podcast, available on Spotify, where he discussed Data-Driven Humanity: A Vision For The Future. He covered the practical application of AI, future consumer and business interactions with artificial intelligence, and the importance of personalized data in healthcare.



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Downingtown, Pa (Philadelphia Area)	<b>Joe Kokinda</b>	<a href="mailto:jkokinda77@gmail.com">jkokinda77@gmail.com</a> 484.228.8257
<b>CORE COMPETENCIES</b> Telling The Story With Data   ROI Actionable Insights   Applied Data Science Organizational Leadership   Roadmaps Artificial Intelligence Strategy and Solutions Visualizations   Insights Strategy KPIs / OKRs   Business Value Creation Stakeholder Relationships Executive-Level Alignment Value Hypothesis   Revenue Generation Startups   Agile Project Delivery	Accomplished decision intelligence, business insights and applied data science leader with a proven track record of success in leading organizations and teams. As an enterprise intelligence strategist, has led in strategic thinking, planning and delivery of innovative, visionary and valuable data architectures, business insights and decision intelligence solutions. Possesses exceptional communication skills, both written and verbal, and can work collaboratively across various teams to drive results.	<b>EXPERIENCE</b> <u>Decision Science Executive Leader   Decision Intelligence Solutions (Mar 26 - Present)</u> Providing executive-level consulting services and experience for AI and decision science initiatives. <u>Business Insights Director   CubeSmart (Jan 2025 - Mar 2026)</u> Managed and led the Business Insights team in identifying value-based business insights and enabling informed decision-making. <u>VP Insights Analytics   ESL FACEIT Group - Esports (Oct 2023 - Sep 2024)</u> Established a new internal data, analytics and reporting organization in a start-up company environment. <u>Enterprise Data and Reporting Director   Ricoh (2021 - 2023)</u> Managed enterprise data and reporting teams on company-wide initiatives during an organizational transformation. Key initiatives included establishing an enterprise cloud data warehouse, developing an advanced analytics (AI/ML) roadmap, launching new healthcare products and building new analytic solutions. <u>Director Data Science, Analytics and Insight   Stratacache (2018 - 2021)</u> Led and managed a professional, client-facing team of data scientists and insights specialists. Our key focus was driving business value through the application of data science to produce actionable business insights. Some areas of insights included in-store customer pathing, targeted marketing and advertising, shopping behaviors, AI-driven real time product recommendations, merchandising strategies, in-store customer experience scoring and operational labor efficiencies. <u>Director Analytics and Insight   Comcast (2008 - 2018)</u> Enabled business insight through strategy, innovation, analytics and visualization. Delivered business critical results and analytic measurement solutions on multiple strategic startup incubation initiatives including xfinity Games, Strategic Portfolio, MachineQ, Connected Health, Energy Rewards, Solar. As a leader of the Enterprise Technology Business Intelligence team, I made significant and lasting contributions with Enterprise BI strategy and solutions, Partner Collaboration, Innovation, Advanced Analytic Solutions and Intellectual Property. <u>Senior Consultant, BI / Enterprise   DI Solutions (2007 - 2008)</u> <u>Principal   Business Intelligence and DW, Barclays Bank (2005 - 2007)</u> <u>Business Intelligence Architect   InterDigital Communications (2002 - 2005)</u> <u>Senior Consultant / Manager   Kenexa Corporation (1999 - 2002)</u> <u>Consultant   Oracle Corporation (1997-1999)</u>
<b>SKILLS   SOLUTION AREAS</b> Decision Intelligence Analytics   Dashboards Enterprise Data Strategy   Data Architecture Artificial Intelligence   Machine Learning Ideation   New Analytic Product Launch Data Modeling   Database Solution Design Scorecards   Customer Relationships Recommendation Engine AI/ML Omnichannel Marketing   Customer Journey Customer Experience Scoring   Pathing	<b>PERSONAL SKILLS</b> Leadership   Collaboration   Strategy Critical Thinking   Teambuilding Customer Relationship Focus Self-Starter   Attention-To-Detail Effective Communication   Public Speaking Analytical Problem Solving   Creativity Ideation   Entrepreneurial Spirit Easy To Manage   Fun To Work With Great To Work For   Flexible To Change	<b>TECHNOLOGIES</b> Tableau, Qlik, Databricks, Snowflake, Asana, Power BI, DataRobot, Databricks, Slack, SQL, Postgres, Oracle, SQLServer, Teradata, Hadoop, SAP, Python, OBI/OAS/OAC, D3.
<b>PRESENTED AT</b> TEDx, NRF, John Batchelor Show, Oracle Openworld, Data Innovators Network, TDWI Big Data Analytics Summit, DAMA, IE BI Innovation Summit	<b>VOLUNTEER</b> Coaching Youth Sports, Scouts BSA, Lords Pantry, St Martha Residency, Local/State/National Parks	<b>EDUCATION</b> B.S., Computer Information Systems, University of Scranton <u>Honors / Awards:</u> Upsilon Pi Epsilon - International Honor Society Computing Sciences
<b>PUBLISHED WORK</b> - Book: Building The Information Asset — changing the Face of Business Intelligence and Ensuring Your Legacy. - Co-inventor on 5 Invention Disclosures	<b>KEY INDUSTRIES   VERTICALS</b> Pharmaceutical   Digital Agency   High Technology   HR   HCM Health Care   Targeted Marketing   Sensors   IoT   Finance Connected Health   Advertising   Intellectual Property   Supply Chain Patient Care   Consumer   Retail   Startups   Media   Wireless   Mobile	<b>EXPERIENCE (BY BRAND)</b> Pfizer   GSK   Interpublic Group   Sunrun (Solar)   NY Jets Connected Health   McCann   Energy Rewards   GSI Commerce Amerihealth Caritas   Scale   ToysRus   Comcast   ATT   Sams Club   HEB IBX   Ricoh   Machine Q   BK   Taco Bell Genentech   Barclays Bank   TD   Interdigital   Woolworths
		Transforming data into an asset that provides measurable and lasting business value....