

An aerial photograph of a tropical beach. On the left, there is a dense line of green palm trees and other tropical vegetation. A white sandy beach runs horizontally across the middle. To the right of the beach is the turquoise ocean, with some small boats visible in the water. A semi-transparent blue rectangle is overlaid on the center of the image, containing white text.

What's the Future of Data Leadership?

Ben Pattison – CDAO Global Leisure

FLIGHT CENTRE
TRAVEL GROUP™

LEISURE

We're one of the world's largest travel retailers

- Flight Centre Travel Group (FCTG) is one of the **world's largest travel groups** with a vast leisure and corporate travel sales network.
- Over **30 brands globally**, spanning the entire customer market from **budget to ultra luxury**.
- Australia Best National Travel Agency Group for past 2 years, winning 5 individual awards at the NTIA. Flight Centre brand won most trusted Travel Agency in 2024.
- Diversified omni-channel strategy with **over 450+ retail stores** and quality customer service.
- In Australia, our scale:
 - **+8m** customer profile database
 - **\$12b** retail sales (AUD)
 - **+6m** million air tickets sold
 - **31%** of the Corporate and Leisure Australian Travel Market



DATA LEADERS WILL
BE BUSINESS
STRATEGISTS, WHO
UNDERSTAND THE
TECHNICAL DETAIL



Strategic
Vision

Data as an
Asset

AI
Integration
&
Adoption

Ethical
Leadership



**Instruction: Create a
picture of a woman with
her head in her hands**

Has AI got this wrong?

EMPOWER YOUR BUSINESS



“A CDO’s job is not just about managing data-it’s about creating business value from it.”

— Randy Bean



Understand your business



Self-service data ecosystems



Foster Creativity

BUILD & ENABLE A DATA-DRIVEN CULTURE



Training



Domain-oriented data ownership



Teamwork

“Empires are built on control.
Networks are built on trust.”

— Unknown





DRIVE AI AND ML ADOPTION

“There is no compression
algorithm for experience.”

— Andy Jassy, CEO AWS

1

Business OKR driven
What gets measured
gets done.

2

Customer First
External customers
and customer-facing
employees

3

Education
At all levels

4

Transparent &
Explainable
BUILD TRUST!



Data Strategy & AI Governance

- ✓ Data & AI Strategy and Vision.
- ✓ Principles & Guidelines
- ✓ Acceleration & Partners
- ✓ Measurement & ROI

Sell & Storytell



Advocacy



Make it real



Network



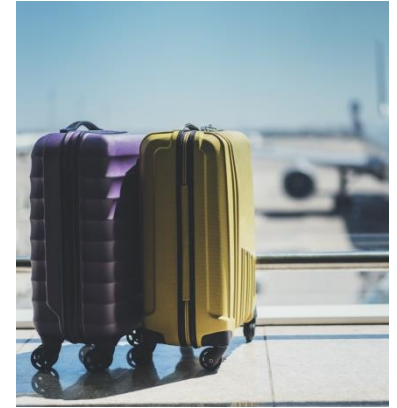
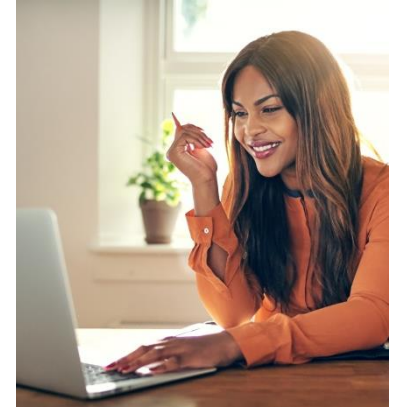
Scale Up



**Business
Metrics**

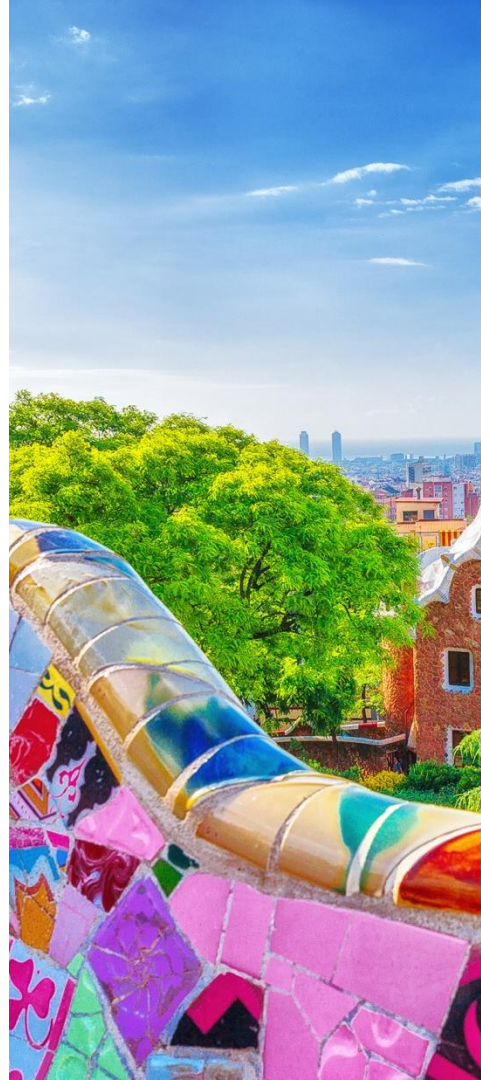


Story



Adaptive Architecture & Capability

- ✓ New Data Types
- ✓ New technologies / Multi-cloud
- ✓ Regulatory Requirements
- ✓ Skills, Knowledge & Ways of Working



“It is not the strongest of the species that survives nor the most intelligent; it is the one most adaptable to change”

— attributed to Charles Darwin

Be ready for what's next



You & Your Team

Knowledge, Skills, Network,
Open mindset



Your Business

Architecture, Education,
Governance



An aerial photograph of a tropical beach. On the left, there is a dense line of green palm trees and other tropical vegetation. A white sandy beach runs along the bottom and left edges. The water is a vibrant turquoise color, with some darker patches indicating coral reefs or sandbars. A few small boats are visible in the water. A semi-transparent blue rectangle is overlaid in the center of the image, containing text.

Thank you

Ben Pattison – CDAO Global Leisure

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LEISURE