

MARCH 26-27, 2025

CDAO **Canada**



▶ Connecting you to what's next in data

Leveraging Generative AI to Transform Your Data and Analytics Strategy to Deliver Enhanced Business Innovation

Join us for an extraordinary event as we delve into the **latest innovations, cutting-edge insights, and transformative opportunities in the ever-evolving field of D&A**. Discover how to increase data-driven decisions, accelerate digital transformation, unlock the transformative potential of generative AI, and adopt the most successful business intelligence strategies.

WHAT'S NEW FOR 2025?

1. Receive full access to **multiple days** of cross-industry learning & collaboration
2. **Connect with** attendees during and after the sessions and build new collaborations through our interactive networking sessions
3. **Collaboration and problem-solving** with like-minded professionals during our interactive sessions
4. **Hear from expert speakers** to discover the latest advancements and trends in Data & Analytics

CDAO Canada 2025 Key themes:

- Increasing the Impact of Data & Analytics within your Organization
- Unlocking the Transformative Potential of Generative AI while Navigating Complexities
- How to Build an Efficient Organization in a Data Driven Culture
- Optimizing Customer Experience through the Integration of Artificial Intelligence
- Data Security - Ensuring Responsible and Transparent Use of Data

Confirmed Speakers:

Eugene Y. Wen, MD, DrPH., *Vice President & Global Chief Data Scientist, MANULIFE*

Joel (Zhouliang) Li, *Director, Data Science & Business Intelligence, ALLSTATE INSURANCE*

Jennifer Gibbs, *Chief Data Officer*, **CIBC**
Avalon D'Souza, *Director of Analytics*, **AMERICAN TIRE DISTRIBUTORS**
Aneta Osmola, *Data and AI Risk Director, Global Risk Management*, **SCOTIABANK**
Rahat Yasir, *Head of Data Quality and Analytics*, **INTERNATIONAL AIR TRANSPORT ASSOCIATION**
Ankei Yau, *Senior Manager, Cargo AI and Transformation*, **AIR CANADA**
Luciano Miranda, *Vice President, Advanced Analytics Global Operations & Supply Chain*, **MEDTRONIC**
Jean-Sébastien Michel, PhD, *AVP Data Strategy*, **AVIVA CANADA**
Alexander Chan, *Director of Analytics*, **RBCX**
Nikita Medvedev, *Director of Advanced Analytics*, **COCA-COLA CANADA BOTTLING**
Mo Bayan, *Director, Business Intelligence and Data Enablement*, **SUN LIFE**
Cindy Chan-Lam, *Head of Data Governance and Quality*, **EQUITABLE**
Rohin Bansal, *Director, Data Governance & Enablement*, **TELUS DATA & TRUST OFFICE**
Palash Thakur, *VP, Head of Data Analytics & Fraud (CDO)*, **INTERAC CORP.**
Parth Dave, *Ai Automation Lead*, **SCOTIABANK**
Olga Tsubiks, *Director, Strategic Analytics and Data Science*, **RBC**
Ali Shamaei, *Director & Head of Data Analytics & AI Architecture*, **CANADA LIFE**
Sofia Gomez de Silva, *Director Data Governance & Culture*, **MERIDIAN CREDIT UNION**
Deb Sarkar, *Data Domain Lead*, **ROCHE**
Roma Kojima, *Senior Director, Enterprise Audience Data & AI*, **CBC/RADIO-CANADA**
Jasper Cannon, *Strategy Consultant*, **CANNON STRATEGY CONSULTING**
Oleksiy Okrushko, *Director, Head of Data & Analytics, Global Transaction Banking*, **TD SECURITIES**
Kartik Pant, *VP and Head of Data and AI, Manufacturing & Supply*, **SANOFI**
Joe Greenwood, *Vice President, AI and Data Growth Office*, **MASTERCARD**
Craig Milroy, *SVP, Enterprise Architecture - Data & AI*, **M&T BANK**
Alan Khalil, *Director, AI & Data Product*, **BELL**
Murat Beshtoev, *Head of Analytics & Innovation*, **BAYER**
Huzaifa Noman, *Global Head of Data & AI*, **COLLIERS**
Cecilia (Si) Chen, *Manager, AI Transformation*, **AIR CANADA**
Paul Childerhose, *Regional Advocate*, **EDM COUNCIL**
Stella Cabrera, *Member Services – Canada*, **EDM COUNCIL**
Edward Calvesbert, *Vice President of Product Management*, **IBM**
Scott T. Hallworth, *Chief Data & Analytics Officer and Head of Digital Solutions*, **HP**
Shahzad Salim, *Head of Analytics Platform with AI Solutions*, **GOOGLE CLOUD**
Or Zabłudowski, *Chief Executive Officer & Founder*, **FLEXOR.AI**
Jason Bishop, *AI North America Lead*, **QLIK**
Papa Nguer, *Associate Director, Technical Sales*, **INFORMATICA**
Terry Dorsey, *Sr. Data Architect and Evangelist*, **DENODO**

CDAO CANADA 2025 Wednesday, March 26, 2025	
08:00am	<i>Registration & Coffee in the Exhibition Area</i>
08:50am	<i>Chairperson's Opening Remarks</i> Stella Cabrera, <i>Member Services – Canada</i> , EDM COUNCIL
09:00am	Opening Keynote: AI at HP: Transforming the Future of Work For the keynote, step into the shoes of Scott Hallworth as he shares HP's transformative "way of working" journey by integrating AI and what he's learned throughout his career in multiple industries. Scott will share how HP is embedding AI into its internal operations and end-to-end processes. Join him to discover how HP's multi-tiered approach unlocks unparalleled digital capabilities, pushing boundaries and setting new

	standards in an AI-powered transformation. Scott T. Hallworth, <i>Chief Data & Analytics Officer and Head of Digital Solutions</i> , HP
09:30am	<p>AI-Driven Insights: Transforming Data into Actionable Intelligence</p> <ul style="list-style-type: none"> • Leveraging AI for real-time monitoring and decision-making • How does AI improve the efficiency and accuracy of predictive analytics? • How do AI-powered tools automate data-related tasks, and what impact does this have on business processes? <p><i>Moderated by:</i> Shahzad Salim, <i>Head of Analytics Platform with AI Solutions</i>, GOOGLE CLOUD</p> <p><i>Panelists:</i> Kartik Pant, <i>VP and Head of Data and AI, Manufacturing & Supply</i>, SANOFI Alan Khalil, <i>Director, AI & Data Product</i>, BELL Murat Beshtoev, <i>Head of Analytics & Innovation</i>, BAYER Or Zabłudowski, <i>Chief Executive Officer & Founder</i>, FLEXOR.AI</p>
10:00am	<p>Keynote Presentation: Is your Data AI-ready? Prepare and Deliver High-quality, Governed Data for AI</p> <p>While nearly all the public data is represented in LLMs today, we are seeing only ~1% of enterprise data represented. Expectations have skyrocketed but leaders are constantly balancing scaling generative AI and having quality data to support each use case from existing processes and a tech stack not designed for these workloads. Furthermore, the success of generative AI hinges on the ability to harness both structured and unstructured data. Learn how leading organizations today are implementing an open and trusted data foundation to access siloed data across hybrid cloud, cost-optimize growing data workloads, and secure, govern, prepare and deliver high-quality, governed data for AI.</p> <p>Edward Calvesbert, <i>Vice President of Product Management</i>, IBM</p>
10:30am	<p>Keynote Presentation: Harnessing the Value of GenAI: Overcoming Challenges with Dynamic Data</p> <p>Data is at the heart of decision-making, yet many firms struggle to fully realize GenAI's potential due to the ever-changing nature of their information. While traditional Retrieval Augmented Generation (RAG) grounds AI in enterprise data, it often falls short with rapidly evolving datasets. Enter Query RAG—a revolutionary approach that equips large language models (LLMs) with real-time, dynamic data to deliver accurate, context-rich insights. Discover how Query RAG drives precision, agility, and actionable intelligence to keep your organization competitive in an AI-driven world.</p> <p>Tailored for leaders and innovators, this session will explore how to:</p> <ul style="list-style-type: none"> • Overcome challenges with integrating AI and real-time, evolving your data • Apply Query RAG to structured data for accurate, actionable AI insights • Ensure data security and compliance in AI-driven solutions <p>Empower your organization to lead with innovation and efficiency. Transform your data strategy to unlock new competitive advantages and drive success in the evolving landscape.</p> <p>Terry Dorsey, <i>Sr. Data Architect and Evangelist</i>, DENODO</p>
11:00am	<i>Networking Break in the Exhibition Area</i>
11:30am	<p>Keynote Presentation: Building a Scalable Data and AI Strategy to Unlock Business Value</p> <ul style="list-style-type: none"> • Designing scalable data & AI architecture to support growing data needs and AI capabilities, ensuring flexibility for future growth and seamless scalability • Ensuring seamless integration and interoperability across diverse data sources, facilitating smooth data flow, and driving actionable insights • Setting clear, achievable goals for data and AI strategy that are aligned with business objectives to deliver tangible, measurable results and impact

	Ali Shamaei, <i>Director & Head of Data Analytics & AI Architecture,</i> CANADA LIFE	
12:00pm	Keynote Presentation: Linking Data Strategy to Business Strategy - How Data Projects can be Prioritized Based on their Potential Impact on Key Business Objectives <ul style="list-style-type: none"> Strategies to generate revenue from data, such as through data products, services, insights, or a modern data- and analytics platform How a modern data infrastructure and technologies supports the business strategy Strategies and experience with fostering a culture where data is valued and used effectively by all employees Jean-Sébastien Michel, PhD, <i>AVP Data Strategy,</i> AVIVA CANADA	
12:30pm	Unlocking the Transformative Potential of Generative AI while Navigating Complexities <ul style="list-style-type: none"> Enabling transformation and decision making with trusted data Ensuring data quality, consistency, and integration Improving the quality and speed of decision-making at scale by automating administrative tasks <i>Moderated by:</i> Stella Cabrera, <i>Member Services – Canada,</i> EDM COUNCIL <i>Panelists:</i> Ankei Yau, <i>Senior Manager, Cargo AI and Transformation,</i> AIR CANADA Eugene Y. Wen, MD. DrPH., <i>Vice President & Global Chief Data Scientist,</i> MANULIFE Palash Thakur, <i>VP, Head of Data Analytics & Fraud (CDO),</i> INTERAC CORP. Rahat Yasir, <i>Head of Data Quality and Analytics,</i> INTERNATIONAL AIR TRANSPORT ASSOCIATION	
01:00pm	<i>Lunch & Networking Break in the Exhibition Area</i>	
	TRACK A: DATA & ANALYTICS	TRACK B: AI
02:00pm	<i>Chairperson’s Opening Remarks</i> Paul Childerhose, <i>Regional Advocate,</i> EDM COUNCIL Keynote Presentation: Adapting Organizational Structures, Culture, and Workforce Skills to Fully Leverage Analytics <ul style="list-style-type: none"> Developing a workforce with strong analytical skills Investing in data literacy training for employees at all levels Reinforcing the importance of innovation Joel (Zhouliang) Li, <i>Director, Data Science & Business Intelligence,</i> ALLSTATE INSURANCE	Keynote Presentation: Harnessing the Full Potential of AI to Boost Operational Efficiency & Customer Services <ul style="list-style-type: none"> Empowering decision-makers with AI-driven insights for more informed and timely decisions Enhancing marketing campaigns with AI-powered tools for better targeting and engagement Leveraging AI to deliver personalized recommendations and experiences based on customer data TBC
02:30pm	Keynote Presentation: Strategies for Establishing Data Governance Frameworks, Policies, and Processes to Ensure Data Quality, Consistency, and Compliance <ul style="list-style-type: none"> Roles and responsibilities within data governance structure Developing policies for data quality, security, and privacy 	Keynote Presentation: From Data to Action: Maximizing Value with Analytics and AI <ul style="list-style-type: none"> Implementing AI models to uncover hidden patterns Creating intuitive and interactive dashboards Using visualization tools to communicate insights effectively Cecilia (Si) Chen, <i>Manager, AI Transformation,</i>

	<ul style="list-style-type: none"> • Designing processes for data collection, storage, and management • Best practices for data integration and interoperability <p>Rohin Bansal, <i>Director, Data Governance & Enablement</i>, TELUS DATA & TRUST OFFICE</p>	AIR CANADA
03:00pm	<p>Overcoming Data Silos to Build and Empowering Cross-functional Teams</p> <ul style="list-style-type: none"> • Fostering a culture of collaboration and open data sharing • Reduction in barriers to make data more accessible • Implementing data integration practices, ensuring that data from various sources is consolidated into a unified view <p><i>Moderated by:</i> Paul Childerhose, <i>Regional Advocate</i>, EDM COUNCIL</p> <p><i>Panelists:</i> Alexander Chan, <i>Director of Analytics</i>, RBCX Mo Bayan, <i>Director, Business Intelligence and Data Enablement</i>, SUN LIFE Jasper Cannon, <i>Strategy Consultant</i>, CANNON STRATEGY CONSULTING</p>	<p>Keynote Presentation: Navigating AI Compliance: Leveraging Large Language Models in Regulated Sectors</p> <ul style="list-style-type: none"> • Regulatory challenges and opportunities with LLMs in finance and government • Best practices for aligning LLM deployment with compliance and risk management • Strategies for driving efficiency without compromising security or regulatory standards <p>Parth Dave, <i>Ai Automation Lead</i>, SCOTIABANK</p>
03:30pm	<p>Keynote Presentation: Treating Analytics as Products</p> <ul style="list-style-type: none"> • Key principles of product management applied to analytics • Understanding user needs and pain points • Designing intuitive and actionable analytics solutions <p>Avalon D'Souza, <i>Director of Analytics</i>, AMERICAN TIRE DISTRIBUTORS</p>	<p>Keynote Presentation: Leveraging AI for your Data Strategy</p> <ul style="list-style-type: none"> • What are the key benefits of integrating AI into your data strategy? • How can AI enhance data-driven decision-making processes? • How can you ensure your AI models are accurate and reliable? <p>Craig Milroy, <i>SVP, Enterprise Architecture - Data & AI</i>, M&T BANK</p>
04:00pm	<i>Networking Break in the Exhibition Area</i>	
04:30pm	<p>Discussion Group: Data Democratization: Empowering Employees with Access to Data and Analytics Tools</p> <ul style="list-style-type: none"> • How can data democratization drive innovation and efficiency? • How can you design effective training programs for employees to use data and analytics tools? • How can you maintain data quality while democratizing access? <p><i>Moderated by:</i> Papa Nguer, <i>Associate Director, Technical Sales</i>, INFORMATICA</p>	<p>Discussion Group: AI Maturity in the Enterprise: Navigating the Path from Innovation to Impact</p> <p>AI adoption varies widely across organizations—some are just starting, while others are scaling enterprise-wide. But what defines true AI maturity, and how can companies accelerate their journey? This executive roundtable brings together VP and C-level data and analytics leaders for an open discussion on AI strategies, challenges, and best practices. Key topics include:</p> <ul style="list-style-type: none"> • Defining AI Maturity: How do organizations measure progress? • Operationalizing AI: What drives successful AI

		<p>deployments?</p> <ul style="list-style-type: none"> The Future of AI: What trends will shape AI adoption? <p>Join us to exchange insights, benchmark against peers, and explore AI's evolving role in the enterprise.</p> <p><i>Moderated by:</i> Jason Bishop, <i>AI North America Lead, QLIK</i></p>
05:15pm	<p>Discussion Group: Building a Culture of Accountability: Setting Clear Goals and Metrics for Data-driven Success</p> <ul style="list-style-type: none"> How can transparency in performance data build trust within the team? What are the best practices for sharing performance data openly? What role does data play in driving strategic improvements <p><i>Contributors:</i> Rohin Bansal, <i>Director, Data Governance & Enablement, TELUS DATA & TRUST OFFICE</i></p>	<p>Discussion Group: AI-Driven Excellence: Revolutionizing Bids and Proposals with Minimal Investment</p> <ul style="list-style-type: none"> How can AI enhance the efficiency and effectiveness of the bids and proposals process? How can organizations ensure their data is clean, relevant, and ready for AI applications? How can organizations track the ROI of their AI investments in this area?
06:00pm	<i>Networking Drinks Reception & Sponsor Prize Draw</i>	

CDAO CANADA 2025 Thursday, March 27, 2025	
08:20am	<i>Registration & Coffee in the Exhibition Area</i>
08:50am	<p><i>Chairperson's Opening Remarks</i> Stella Cabrera, <i>Member Services – Canada, EDM COUNCIL</i></p>
09:00am	<p>Unlocking the Potential of your Data for Profit</p> <ul style="list-style-type: none"> Gaining access to valuable insights to give your business a competitive advantage Understanding customer needs to develop unique data sets Measuring the financial value of your data sets <p><i>Moderated by:</i> Stella Cabrera, <i>Member Services – Canada, EDM COUNCIL</i></p> <p><i>Panelists:</i> Nikita Medvedev, <i>Director of Advanced Analytics, COCA-COLA CANADA BOTTLING</i> Olga Tsubiks, <i>Director, Strategic Analytics and Data Science, RBC</i> Jasper Cannon, <i>Strategy Consultant, CANNON STRATEGY CONSULTING</i></p>
09:30am	<p>Keynote Presentation: AI and Data Strategy for Competitive Advantage - Developing a Data Strategy to Leverage AI and Stay Ahead</p> <ul style="list-style-type: none"> How can AI be leveraged to transform customer experiences and operations? In what ways can AI drive innovation in products and services? What are the data value drivers to make AI opportunities work well? <p>Joe Greenwood, <i>Vice President, AI and Data Growth Office, MASTERCARD</i></p>

10:00am	<p>Keynote Presentation: The Changing Role of the CDO in the Age of AI</p> <ul style="list-style-type: none"> Aligning data initiatives with business goals and driving innovation through AI adoption Understanding their roles and responsibilities in the context of AI Addressing security and privacy concerns <p>Jennifer Gibbs, <i>Chief Data Officer</i>, CIBC</p>
10:30am	<p>Keynote Presentation: How to Build an Efficient Organization in a Data Driven Culture</p> <ul style="list-style-type: none"> Ensuring that your organization has reliable data storage, processing, and retrieval systems Enhancing data quality and accuracy Fostering data literacy through training Democratizing data and sharing insights across the organization <p>Sofia Gomez de Silva, <i>Director Data Governance & Culture</i>, MERIDIAN CREDIT UNION</p>
11:00am	<i>Networking Break in the Exhibition Area</i>
11:30am	<p>Keynote Presentation: Value-Added Data Governance: Building Your Team for Success</p> <ul style="list-style-type: none"> Establish the primary goals of your data governance initiative to align the team's efforts Implement measures to comply with data privacy and security regulations Create a structured framework that outlines policies, procedures, and standards for data management <p>Cindy Chan-Lam, <i>Head of Data Governance and Quality</i>, EQUITABLE</p>
12:00pm	<p>Leveraging Responsible AI to Foster Sustainable Data Programs</p> <ul style="list-style-type: none"> Developing specific metrics to measure the success and impact of your responsible AI efforts Ensuring you have the infrastructure and personnel to support the program long-term Create a detailed plan outlining the steps and milestones for implementing responsible AI <p><i>Moderated by:</i> Stella Cabrera, <i>Member Services – Canada</i>, EDM COUNCIL</p> <p><i>Panelists:</i> Aneta Osmola, <i>Data and AI Risk Director, Global Risk Management</i>, SCOTIABANK Huzaifa Noman, <i>Global Head of Data & AI</i>, COLLIERS</p>
12:30pm	<p>Collaboration is Key – Bridging Technical, Data, and Business Teams</p> <ul style="list-style-type: none"> What are the main challenges you face when collaborating with technical, data, and business teams? How do you align business goals with technical and data capabilities? How do you measure the success of collaborative efforts? <p><i>Moderated by:</i> Stella Cabrera, <i>Member Services – Canada</i>, EDM COUNCIL</p> <p><i>Panelists:</i> Roma Kojima, <i>Senior Director, Enterprise Audience Data & AI</i>, CBC/RADIO-CANADA Oleksiy Okrushko, <i>Director, Head of Data & Analytics, Global Transaction Banking</i>, TD SECURITIES Jasper Cannon, <i>Strategy Consultant</i>, CANNON STRATEGY CONSULTING</p>
01:00pm	<i>Lunch & Networking Break in the Exhibition Area</i>
02:00pm	<p>Keynote Presentation: Becoming a Data-Driven Culture - Strategies for Enhancing Analytics Value and Adoption through Workforce Development, Education, and Cultural Transformation</p> <ul style="list-style-type: none"> What are the main challenges organizations face when trying to adopt a data-driven culture? What strategies can be employed to develop a workforce that is proficient in data analytics? How can organizations ensure that their data analytics efforts align with their strategic goals? <p>Luciano Miranda, <i>Vice President, Advanced Analytics Global Operations & Supply Chain</i>,</p>

	MEDTRONIC
02:30pm	Keynote Presentation: Ethical AI and Data Privacy - Balancing Innovation with Ethical Considerations and Privacy Concerns <ul style="list-style-type: none">• How can AI perpetuate biases present in training data, and what are the implications for privacy?• How can AI help ensure compliance with data protection regulations?• What are the challenges in maintaining data security and privacy in AI-driven environments? Deb Sarkar, <i>Data Domain Lead</i> , ROCHE
03:00pm	Keynote Presentation: Harnessing the Power of AI for Good: Empowering Data Leaders to Drive Positive Impact <ul style="list-style-type: none">• Strategies for data leaders to drive positive impact through AI initiatives• Enhancing data literacy across organizations to support AI-driven decision-making• Exploring new AI technologies and their potential for positive impact
03:30pm	<i>End of Event</i>