



Day One - Tuesday 8 <sup>th</sup> November	
8:00am - 8:45am CET	<b>Registration &amp; Networking</b>
8:45am - 9:00am CET	<b>Chair's Opening Remarks</b>  <i>Dennis Kessler, Global Data Governance Lead, Amazon Global Real Estate &amp; Facilities</i>
9:00am - 10:00am CET	<b>Opening Panel Discussion: What Should be the Role of the CDO and How is it Evolving?</b> <ul style="list-style-type: none"><li>• If you have a CIO, CTO &amp; CFO, how does this fit in with the role of the CDO? How do you position yourself to be most valuable to the executive team?</li><li>• Why is the turnover of CDOs so high and how can this be rectified? What happens after the data 'honeymoon period' is over?</li><li>• How can you deliver not just short-term but long-term strategy? Should data strategy be considered part of wider business strategy, or separately?</li><li>• What are the most important skills for a CDO - data, change management or leadership skills? How do you ensure that future talent is nurtured, given that it is largely a management and leadership position?</li></ul> <p><b>Moderator: Pete Williams, Director of Data &amp; Online, Penguin Random House UK</b></p> <ul style="list-style-type: none"><li>○ <b>Sebastien Rozanes, Global Chief Data &amp; Analytics Officer, Carrefour</b></li><li>○ <b>Adam Nagus, Global Chief Data Officer, Pearson</b></li><li>○ <b>Emily Loh, Director of Data, MoonPay</b></li></ul>
10:00am - 10:30am CET	<b>Keynote Presentation: Amazon - 'The Biggest Data Governance Mistake I've Been Making and How I've Fixed It'</b> <ul style="list-style-type: none"><li>• Selling data as a business asset? How to sound like you mean it</li><li>• Three things every stakeholder wants to know and needs to hear</li><li>• Why senior leaders might be 'scared' of you, and what to do about it</li><li>• Amazon's "peculiar" ways: Managing internal stakeholders and getting their buy-in</li></ul> <p><b>Dennis Kessler, Global Data Governance Lead, Amazon Global Real Estate &amp; Facilities</b></p>
10:30am - 11:15am CET	<b>Panel Discussion: How Can You Leverage Data &amp; Analytics to Develop a 360-View of the Customer and Accelerate CX Strategy?</b> <ul style="list-style-type: none"><li>• How have you harnessed data &amp; analytics to improve retention and reduce churn to increase customer lifetime value?</li><li>• In what ways do you monitor and overcome silos to create a holistic, 360-degree view of the customer?</li><li>• How do you adapt your strategy over the customer lifecycle and utilise data to assist with this? How do you balance your data efforts between acquiring and maintaining customers?</li><li>• How do you avoid the 'creepy factor' – when personalisation becomes 'too personal' and starts unsettling customers? In what ways do you avoid communication fatigue?</li></ul> <p><b>Moderator: Dennis Kessler, Global Data Governance Lead, Amazon Global Real Estate &amp; Facilities</b></p> <ul style="list-style-type: none"><li>○ <b>Elisabeth Silva Fernandes, Former Head of Analytics &amp; Audience Insights, Público</b></li><li>○ <b>Charles Southwood, Regional VP of Northern Europe &amp; MEA, Denodo</b></li></ul>



	<ul style="list-style-type: none"><li>○ <b>Aisha Tritle</b>, <i>VP of Insights &amp; Analytics, YouGov</i></li></ul>	
11:15am - 11:45am CET	<b>Networking Break</b>	
11:45am - 12:15pm CET	<b>Keynote Presentation: Supercharging Your Analytical Capabilities with The Modern Data Stack</b> <ul style="list-style-type: none"><li>• The core components to integrating a Modern Data Stack in your organisation</li><li>• Best practices to reap the benefits of a Modern Data Stack for improved business efficiency, reporting &amp; decision-making</li><li>• The future of data management: How can you take advantage of the emerging trends?</li></ul> <b>Edwin Commandeur</b> , <i>Lead Product Manager, Fivetran</i>	
12:15pm - 1:00pm CET	<b>Panel Discussion: How Do You Measure the Benefits of Data &amp; Analytics Transformation?</b> <ul style="list-style-type: none"><li>• What methods do you use to link data back to KPIs and organisation goals?</li><li>• How do you ensure that data &amp; analytics is viewed as a key partner by stakeholders and the wider business?</li><li>• What are your key obstacles to data monetisation and how do you overcome these?</li><li>• How do you handle any potential transformation conflicts between IT, data and the wider business?</li></ul> <b>Moderator: Pedro Duarte</b> , <i>Global Head of Client Data Insights, BNY Mellon</i> <ul style="list-style-type: none"><li>○ <b>Kian Abolfazlian</b>, <i>Director, Data Transformation Leader, IGT Business Cluster, Philips</i></li><li>○ <b>Lester van der Toom</b>, <i>Account Executive, Snowflake</i></li><li>○ <b>Julien Molez</b>, <i>Group Innovation Data &amp; AI Leader, Société Générale</i></li><li>○ <b>Gareth Farr</b>, <i>Head of Data Science &amp; AI, HypoVereinsbank</i></li></ul>	
1:00pm - 1:30pm CET	<b>Keynote Presentation: How Can You Successfully Scale Up AI for Business Value?</b> <ul style="list-style-type: none"><li>• How do you overcome issues caused by availability of data?</li><li>• How do you retrain AI models for similar use cases with limited manpower?</li><li>• In what ways can you bring citizen data scientists to fruition in order to utilise additional insights?</li></ul> <b>Dávid Havas</b> , <i>Head of Industrial Data &amp; Analytics, MOL Group</i>	
1:30pm - 2:30pm CET	<b>Networking Lunch</b>	<b>Invite-Only Lunch:</b> <b>CDAO view from the Lakehouse - Creating Significant Business Value from Your Projects</b> <ul style="list-style-type: none"><li>• Establishing a centralised single source of truth to deliver value in a digital transformation</li><li>• How to successfully manage the planning of both enterprise architecture and operational requirements to move quickly</li></ul>



	<ul style="list-style-type: none"><li>• What are the business impacts of taking a simple, open, &amp; collaborative approach for your data platform?</li></ul> <p><b>Hosted by:</b></p> <ul style="list-style-type: none"><li>○ <b>Kate Harrison</b>, <i>Senior Manager of Business Value Consulting, Databricks</i></li><li>○ <b>Ziad Fayad</b>, <i>Senior Strategic Solutions Architect, Databricks</i></li></ul>
2:30pm - 3:15pm CET	<p><b>Panel Discussion: How Do You Strike the Right Balance Between Data as an Asset and Data as a Risk?</b></p> <ul style="list-style-type: none"><li>• How can companies become data-driven whilst remaining compliant with regulations such as GDPR?</li><li>• What are some of the implications of AI being rolled out more widely? Are there any unintended consequences and how can these be addressed and avoided?</li><li>• How can organisations prepare for the upcoming AI and future regulations such as the Data Act? What are the implications of this in terms of progress in AI and usage of data?</li></ul> <p><b>Moderator: Dennis Kessler</b>, <i>Global Data Governance Lead, Amazon Global Real Estate &amp; Facilities</i></p> <ul style="list-style-type: none"><li>○ <b>Lei Pan</b>, <i>Global Head of People Insights &amp; Analytics, Shell</i></li><li>○ <b>Cassandra Moons</b>, <i>Head of Compliance &amp; Data Protection Officer, TomTom</i></li></ul>
3:15pm - 3:45pm CET	<p><b>Keynote Presentation: Why Organisations Need to Deliberately Create Data</b></p> <ul style="list-style-type: none"><li>• Rethinking the way you use data for optimal use of AI and advanced analytics</li><li>• How you can deliberately create data to drive significant value for your organisation</li></ul> <p><b>Yali Sassoon</b>, <i>Co-Founder &amp; Chief Strategy Officer, Snowplow Analytics</i></p>
3:45pm - 4:15pm CET	<p><b>Keynote Presentation: ABN AMRO's Audacious Data Journey - A Look Behind the Scenes</b></p> <ul style="list-style-type: none"><li>• In mid-2020, ABN AMRO launched their bank-wide data strategy – empowering everyone to quickly turn data into value</li><li>• After two years, how is that journey progressing? What key achievements are realised and what lessons are learned?</li><li>• Get inspired and energised from taking a look behind the scenes</li></ul> <p><b>Bram Nauts</b>, <i>Enterprise Data Advisor, ABN AMRO</i></p>
4:15pm - 4:35pm CET	<p><b>Networking Break</b></p>
	<p><b>Discussion Groups</b></p>



4:35pm - 5:35pm CET

## Discussion Group 1A: How Do You Build Great Data Products?

- From data strategy to data warehouse: How do you streamline the process for scientists and other business areas to optimise results?
- Should the ultimate responsibility for data products sit with the data team or the product team?
- How do you understand what users need from data products and ensure that they are aligned to business goals?
- What methods do you use to bridge the gap between data and the business?

**Discussion Group Leader:** *Emily Loh, Director of Data, MoonPay*

- **Natalia Lyarskaya**, *Chief Data Officer, ZestMoney*
- **Henk Munter**, *Former Chief Information Officer, Beslist.nl*
- **Martijn Imrich**, *Product Owner of Data & Analytics, Ahold Delhaize*
- **Pedro Duarte**, *Global Head of Client Data Insights, BNY Mellon*

## Discussion Group 1B: What Methods Do You Use to Make Advanced Analytics Accessible to Business Users?

- What are the best ways of sharing relevant insights with less technical stakeholders in different departments?
- It's not just about data literacy: What technique do you use to make sure that the wider organisation has the right attitude towards data?
- How do you ensure that data is being used in the right way and at the right time, and not simply to confirm beliefs?
- How do you harness the power of data storytelling to help the business see the right decision, without having to do the analysis themselves?

**Discussion Group Leader:** *Mirko Talajić, Chief Data Officer & Director, Analytical Support Department, Croatian Postal Bank*

- **Jerome Vandebesselaer**, *Data Strategy & Innovation Lead, Novartis France*
- **Elisabeth Silva Fernandes**, *Former Head of Analytics & Audience Insights, Público*

## Discussion Group 1C: How Do You Manage Talent Within Your Teams?

- How do you attract and retain talent within your team?
- In what ways do you balance career goals within your team with what the business needs? (e.g., working with the latest technologies)
- It takes a data village: What skills do you really need in your team?
- What's your view on rotating your team through different departments for transferable skills & a better understanding of end users?
- What does the future of work look like for your teams?

- **Jayne Mata**, *Head of Business Analytics, Centre of Excellence, Dentsu Aegis Network*
- **Daniel Vester**, *Head of Digitalisation, Westnetz*

5:35pm

**Drinks Reception**

**End of Day One**



## Day Two - Wednesday 9<sup>th</sup> November

8:00am - 8:45am CET	<b>Registration &amp; Networking</b>
8:45am - 9:00am CET	<b>Chair's Opening Remarks</b>  <i>Gabriela Filip, Chief Data &amp; Analytics Officer, Knab Bank</i>
9:00am - 9:30am CET	<b>Keynote Presentation: Maximising Your Data &amp; Product Offering with Creative Storytelling</b> <ul style="list-style-type: none"><li>• Communication comes first: Taking a human-focused approach to understand your customer needs &amp; tailor your storytelling</li><li>• Education is key: Investing in educational material to empower your client</li><li>• Top tips on how to optimise data visualisation for storytelling</li></ul> <i>Aisha Tritle, VP of Insights &amp; Analytics, YouGov</i>
9:30am - 10:00am CET	<b>Keynote Presentation: Building Your Data Engine to Maximise AI Business Impact across Your Organisation</b> <ul style="list-style-type: none"><li>• Removing bottlenecks in your AI systems by effectively adopting a data centric approach</li><li>• How to achieve quick data iteration to accelerate your models to production</li><li>• Ways to enable active learning &amp; human-in-the-loop functionality to increase AI explainability</li></ul> <i>Mark Ghannam, Staff Solutions Engineer, Labelbox</i>
10:00am - 10:45am CET	<b>Panel Discussion: "Data-Driven" - What Does it Actually Mean &amp; How Do You Achieve This?</b> <ul style="list-style-type: none"><li>• What does a data-driven organisation mean to you, beyond the data science team creating proof of concepts &amp; showing returns from data?</li><li>• How do you move from being data-driven to being driven by data science, harnessing new techniques such as predictive &amp; prescriptive analytics?</li><li>• How do you define data analytics impact or success?</li><li>• It's a marathon, not a sprint: How do you draw on change management skills to bring the organisation with you?</li><li>• How do you prevent a lack of quality data derailing your data &amp; analytics objectives? How do you ensure accountability among process &amp; technology teams to verify data the point of creation?</li></ul> <i>Moderator: Adam Nagus, Global Chief Data Officer, Pearson</i> <ul style="list-style-type: none"><li>○ <b>Camilla Björkqvist, Global Director of Commercial Data Strategy &amp; Execution, Johnson &amp; Johnson MedTech</b></li><li>○ <b>Kian Abolfazlian, Director, Data Transformation Leader, IGT Business Cluster, Philips</b></li><li>○ <b>Pete Williams, Director of Data &amp; Online, Penguin Random House UK</b></li></ul>
10:45am - 11:15am CET	<b>Networking Break</b>
11:15am - 11:45am CET	<b>Keynote Presentation: The Modern Data Stack</b> <ul style="list-style-type: none"><li>• Understanding the Modern Data Stack</li><li>• Gain insights into the benefits it can bring to your organisation</li><li>• Implement your Data Platform using best practices from Software Engineering</li></ul>



	<p><b>Bogdan Pirvu, Head of Data Science, Novomatic</b></p>
11:45am - 12:15pm CET	<p><b>Keynote Presentation: Harnessing the Power of Data Lineage to Make Intelligent Business Decisions</b></p> <ul style="list-style-type: none"><li>• How can data lineage empower decision-makers who rely on BI tools?</li><li>• Ways Business Intelligence supports data governance, DataOps &amp; cloud migrations</li><li>• Why an absence of data can translate into missed opportunities</li></ul> <p><b>Joe Chmielewski, Team Lead Solutions Engineer, MANTA</b></p>
12:15pm - 1:00pm CET	<p><b>Panel Discussion: How Do You Overcome Cultural, Strategic &amp; Technical Challenges to Data Monetisation?</b></p> <ul style="list-style-type: none"><li>• In what ways do you change the culture of the organisation towards data monetisation? What change management techniques have worked best?</li><li>• How do you harness 'data storytelling' to communicate successes?</li><li>• How can you capitalise on small wins and scale them out in order to secure further investment?</li><li>• What techniques have you used to bring the rest of the executive board and the wider organisation on the journey with you? How do you encourage them to move from data awareness to data understanding?</li></ul> <p><b>Moderator: Lei Pan, Global Head of People Insights &amp; Analytics, Shell</b></p> <ul style="list-style-type: none"><li>○ <b>Mirko Talajić, Chief Data Officer &amp; Director, Analytical Support Department, Croatian Postal Bank</b></li><li>○ <b>Ward Van Breda, Head of Data Science &amp; Engineering, Stedin</b></li><li>○ <b>Gareth Farr, Head of Data Science &amp; AI, HypoVereinsbank</b></li><li>○ <b>Bram Nauts, Enterprise Data Advisor, ABN AMRO</b></li></ul>
1:00pm - 2:00pm CET	<p><b>Networking Lunch</b></p>
2:00pm - 2:30pm CET	<p><b>Fireside Chat: Insights on Succeeding During Your First 100 Days as a CDAO</b></p> <ul style="list-style-type: none"><li>• What are some of the key learnings &amp; how can common pitfalls be avoided?</li><li>• How can you create &amp; deliver on ambitious data goals that aligns to the company's digital strategy?</li><li>• In what ways can you adapt the culture of the organisation to achieve these objectives?</li></ul> <p><b>Sebastien Rozanes, Global Chief Data &amp; Analytics Officer, Carrefour</b> <b>Interviewer: Bogdan Pirvu, Head of Data Science, Novomatic</b></p>
2:30pm - 3:15pm CET	<p><b>Panel Discussion: What's Next for Data &amp; Analytics in 2023 and Beyond?</b></p> <ul style="list-style-type: none"><li>• What have been your biggest success from data &amp; analytics in 2022? How will data &amp; analytics leaders need to adapt to succeed in the future?</li><li>• What's next for your organisations in terms of data &amp; analytics and how have you secured investment in this?</li><li>• What can be done to encourage more people to consider data &amp; analytics as a career path?</li><li>• How are data &amp; analytics being utilised to influence different business priorities? (e.g., ESG data).</li></ul> <p><b>Moderator: Catherine King, Head of Digital Content &amp; Community, Corinium</b></p> <ul style="list-style-type: none"><li>○ <b>Ferry Bleijenberg, Head of Data Governance, The Citco Group</b></li></ul>



	<ul style="list-style-type: none"><li>○ <b>Manuel De Francisco</b>, <i>Senior Director of Data Science &amp; Analytics, Vinted</i></li><li>○ <b>Henk Munter</b>, <i>Former Chief Information Officer, Beslist.nl</i></li><li>○ <b>Prasenjeet Bhattacharya</b>, <i>Global Lead of Strategic Research &amp; Development, Innovation &amp; Responsible Investing, NN Investment Partners</i></li></ul>
3:15pm - 3:35pm CET	<b>Networking Break</b>
3:35pm - 4:35pm CET	<b>Discussion Group 2: How Can You Increase Board and Organisation Engagement and Investment in Data Governance?</b> <ul style="list-style-type: none"><li>○ How is data governance representation evolving at board level? How can you position these roles as crucial for the long term, not just the immediate future?</li><li>○ What the implications for data governance coming from greater levels of data literacy? How can data governance keep pace with levels of data required for this?</li><li>○ How do you create a framework for data governance &amp; ownership?</li><li>○ “Everyone wants clean data, but no one wants to clean the data” – what’s your view on data governance democratisation?</li></ul> <p><b>Discussion Group Leader: Rute Felix Vendeirinho</b>, <i>Head of Data Quality &amp; Reporting, European Investment Bank</i></p> <ul style="list-style-type: none"><li>○ <b>Guy Taylor</b>, <i>Director of Experimentation, Booking.com</i></li><li>○ <b>Gabriela Filip</b>, <i>Chief Data &amp; Analytics Officer, Knab Bank</i></li></ul>
4:35pm	<b>End of Conference</b>