



Dive headfirst into the data realm like never before at [CDAO Europe 2024](#) on 12<sup>th</sup> November in **Amsterdam**! Join our community where the most brilliant data experts and industry trailblazers come together to share their invaluable insights, revolutionary strategies, and the latest groundbreaking advancements in Data, Analytics, and AI.

- **Most Senior Event:** Engage at the most senior data and analytics conference in the Benelux region and Europe.
- **Top Speakers:** Learn from C- level speakers across various industries.
- **Brand new agenda with two tracks:** AI & Machine Learning and Governance, Integration, and Leadership Track
  - **AI and Machine Learning Track:** Explore cutting-edge AI advancements and machine learning applications to stay ahead of the curve.
  - **Governance, Integration, and Leadership Track:** Master effective strategies for data governance, seamless integration, and impactful leadership
- **Regional Focus:** Tailored insights and networking opportunities for the Benelux region and Europe.
- **Cutting-Edge Innovations:** Explore the latest advancements in AI, data privacy, and sustainable practices.
- **Exclusive Discussions:** Participate in focused discussion groups and interactive sessions.
- **Valuable Networking:** Build meaningful relationships to tackle your organisation’s unique challenges.
- **Actionable Insights:** Gain practical strategies to drive your data initiatives forward.
- **Future-Ready:** Equip yourself with the knowledge and connections to succeed in 2025 and beyond.

#### Confirmed 2024 Speakers:

Gabriela Filip, *Chief Data and Analytics Officer* - KNAB BANK

Tomas Trnka, *Chief Data Officer* – EAG

Francesca D'Amato, *Group Chief Data and AI Officer* - RCS MEDIAGROUP

Danielle Timmins, *Chief Data & Analytics Officer* - FREERANGE CREATIVES

Devan Manmoandas, *Chief Financial Officer* – MOZA BANCO

Dr. Ben E. Kuzey, *Field Chief AI Officer-Microsoft*  
 Francesco Angileri, *Head of Data & Analytics -MR MARVIS*  
 Kamalika Ghosh, *Business Insights, Data Management & Engineering Director – PHILIPS*  
 Sebastian Smerat, *Head of Data-driven Organization - THYSSENKRUPP MATERIALS SERVICES*  
 Bogdan Pirvu, *Head of Data & Analytics - NOVOMATIC*  
 Lei Pan, *Manager Technical Data Science Transaction Monitoring Detection – RABOBANK*  
 Kieran O'Driscoll, *Head of Data & Analytics - Africa & Middle East –THE HEINEKEN COMPANY*  
 Dávid Havas, *Head of Industrial Data and Analytics -MOL GROUP*  
 Armando Pais do Amaral, *Head of Data Science and Technology – VANWONEN*  
 Ilja Hermans, *Data Strategy Program Lead – PHILIPS*  
 Olivier Maugain, *Data Governance & Activation Manager - IKEA*  
 Rafał Wojdan, *Director of Data Science - RYVU THERAPEUTICS*  
 Yali Sassoon, *Co-Founder & Chief Technology Officer – SNOWPLOW*  
 Kees Gelderblom, *Commercial Director - Systemation*

<h2 style="margin: 0;">12<sup>th</sup> November, Tuesday</h2> <h3 style="margin: 0;">CDAO Europe 2024</h3>	
08:00 – 08:45	<i>Registration &amp; Coffee in the Exhibition Area</i>
8:45 - 8:55	<b>Chair's Opening Remarks</b>  Danielle Timmins, <i>Chief Data &amp; Analytics Officer - FREERANGE CREATIVES</i>
8:55- 9:00	<b>Speed Networking – Making new connections at CDAO Europe!</b>  During this 5-minute networking session, the aim of the game is to go and meet two people you don't already know.
09:00 - 09:30	<b>Keynote: Reliable AI - How we can build reliable systems with LLMs</b>  Large Language Models (LLMs) such as ChatGPT have revolutionized the field of artificial intelligence and have shown immense potential for their application in various industries. This talk will address the emerging paradigm of LLM application development, focusing on the use of LLMs as logic engines to enable highly engaging and personalized user experiences in modern applications  In particular, we will address the following issues: <ul style="list-style-type: none"> <li>• Benefits of using LLMs for decision making in customer-facing apps</li> </ul>

	<ul style="list-style-type: none"> <li>Challenges of integrating LLMs into larger applications: Predictability &amp; Maintainability</li> <li>A framework for addressing these challenges</li> </ul> <p>Bogdan Pirvu, <i>Head of Data &amp; Analytics</i> - <b>NOVOMATIC</b></p>	
<p>09:30 - 10:00am</p>	<p><b>Presentation: Practical Insights on AI</b></p> <p>Join Tomas Trnka, Chief Data Officer at Carvago, as he dives into the practical applications of AI in the automotive industry. This session will uncover real-world challenges and successes in implementing AI technologies like natural language processing, image recognition, and price prediction models. Discover how data-driven strategies and hybrid solutions can help overcome AI’s limitations, from high costs to the need for frequent retraining. Gain valuable insights into treating data as a product and learn how autonomous data teams can drive business impact. Perfect for professionals looking to leverage AI effectively in their operations.</p> <p>Tomas Trnka, <i>Chief Data Officer</i> - <b>CARVAGO</b></p>	
<p>10:00 - 10:30</p>	<p><b>Presentation: What are Data Flywheels? And how do you build one?</b></p> <p>In his keynote talks at the Snowflake and Databricks Summit this year, Jenson Huang, the Founder CEO at NVIDEA, talked at length about how, to compete today, organizations have to build data flywheels: where they take their proprietary business data, use AI on that data to build proprietary intelligence, use that insight to build proprietary products and services that your customers love and use that to create more proprietary data to feed AIs to build more proprietary intelligence and so on.</p> <p>But what does this mean in practice? Jenson's example of NVIDEA is intriguing - but how can the rest of us build data flywheels in our own organizations? What practical steps can they take?</p> <p>In this talk, Yali Sassoon, Snowplow co-founder and CTO, will start to answer these questions, drawing on examples from Snowplow customers in retail, media and technology that have successfully built customer data flywheels on top of their proprietary 1st party customer data.</p> <p>Yali Sassoon, <i>Co-Founder &amp; Chief Technology Officer</i> - <b>SNOWPLOW</b></p>	
<p>10:30 - 11:00</p>	<p><i>Mid-Morning Coffee &amp; Networking in the Exhibition Area</i></p>	
	<p><b>TRACK A:</b></p> <p><b>AI and Machine Learning</b></p>	<p><b>TRACK B:</b></p> <p><b>Governance, Integration, and Leadership</b></p>

<p>11:00- 11:30</p>	<p><b>Presentation: Seizing EBITDA growth with AI</b></p> <ul style="list-style-type: none"> <li>● AI at Enterprise Grade</li> <li>● Scalability and Reliability</li> <li>● Integration with Existing Systems</li> <li>● Data Privacy and Security</li> <li>● Use Cases</li> <li>● Chatbots for Internal Customers</li> <li>● Data Gathering and Quality Improvement</li> <li>● Automation Opportunities</li> <li>● Improving Chatbot Performance</li> <li>● Contextual Understanding</li> <li>● Hyperparameter Tuning</li> <li>● Continuous Learning</li> </ul> <p>Dávid Havas, <i>Head of Industrial Data and Analytics</i> -<b>MOL GROUP</b></p>	<p><b>Presentation: How to create momentum to transform into a data-driven organization</b></p> <ul style="list-style-type: none"> <li>● Define Vision and Goals: Align data strategies with clear organizational objectives.</li> <li>● Foster a Data-Driven Culture: Promote data literacy and decision-making based on insights.</li> <li>● Invest in Infrastructure: Implement modern data management tools and ensure data quality.</li> <li>● Empower Teams with Data: Provide access to data and self-service analytics across departments.</li> <li>● Secure Leadership Commitment: Ensure leadership buy-in and support for data-driven initiatives.</li> </ul> <p>Sebastian Smerat, Head of Data-driven Organization - <b>THYSSENKRUPP MATERIALS SERVICES</b></p>
<p>11:30 – 12:00</p>	<p><b>Presentation: Responsible AI: The Sweet Spot Between Data Monetization and Governance</b></p> <p>AI and Advanced Analytics is the easiest way to generate business value from data. Extracting and delivering business value to create an economic impact is quite offensive compared to managing and protecting data for security and safety reasons. There is a sweet spot in between; Responsible AI.</p> <p>In this talk, Dr. Ben Kuzey will cover the principles of Responsible AI and practical actions to supervise AI within organizations.</p> <p>Dr. Ben E. Kuzey, <i>Field Chief AI Officer</i> -<b>Microsoft</b></p>	<p><b>Presentation: Leading the Charge: Empowering Data-Driven Transformation through Analytics Leadership</b></p> <p>In this presentation, we explore the critical role of analytics leaders in guiding organizations through data-driven transformation, drawing on real-life experiences from HEINEKEN, the largest brewing company in Europe. This session will cover the key responsibilities of analytics leaders in shaping data strategy, fostering a data-centric culture, enabling cross-functional collaboration, and delivering actionable insights that align with business goals.</p> <p>Kieran O'Driscoll, <i>Head of Data &amp; Analytics - Africa &amp; Middle East</i> –<b>THE HEINEKEN COMPANY</b></p>

<p>12:00 - 12:45</p>	<p><b>Presentation: Time Flies When You're Having Data Fun!</b></p> <p>The use of artificial intelligence offers organizations many new opportunities to strengthen their business. Developments in this field are rapid, so it's essential to respond quickly and use high-quality data to leverage AI's potential. Data warehouse automation can play a significant role in this.</p> <p>Kees Gelderblom, <i>Commercial Director - Systemation</i></p>	<p><b>Discussion Group B: What strategies can be employed to create a unified culture of data literacy and leadership that drives exceptional business success?</b></p> <ul style="list-style-type: none"> <li>• How can organizations cultivate a leadership approach that values data as a strategic resource?</li> <li>• What are the persistent barriers that prevent organizations from fully embracing data confidence?</li> <li>• Why is it crucial to shift the perception of data to make it accessible to all employees, not just analysts?</li> <li>• How does the integration of data literacy and leadership contribute to fostering innovation and accelerating business growth?</li> </ul> <p>Gabriela Filip, <i>Chief Data and Analytics Officer - KNAB BANK</i></p> <p>Ilja Hermans, <i>Data Strategy Program Lead – PHILIPS</i></p> <p>Olivier Maugain, <i>Data Governance &amp; Activation Manager - Ingka Group   IKEA</i></p> <p>Francesco Angileri, <i>Head of Data &amp; Analytics - MR MARVIS</i></p>
<p>12:45- 14:00</p>	<p><i>Lunch &amp; Networking in the Exhibition Area</i></p>	
<p>14:00- 14:30</p>	<p><b>Panel Discussion: How Can We Supercharge Data Teams with Optimal Structures?</b></p> <ul style="list-style-type: none"> <li>• How can organizations structure data teams to effectively balance regulatory compliance, data security, and business agility?</li> <li>• What team structures best support integrating AI and machine learning capabilities to drive innovation?</li> <li>• In scaling data operations, what roles and responsibilities within the team maximize efficiency and support data-driven decision-making?</li> <li>• How can senior data leaders create roles or learning opportunities within the team that promote data literacy and continuous improvement?</li> </ul>	

	<p><i>Moderator: Danielle Timmins, Chief Data &amp; Analytics Officer - FREERANGE CREATIVES</i>  <i>Gabriela Filip, Chief Data and Analytics Officer - KNAB BANK</i>  <i>Francesca D'Amato, Group Chief Data and AI Officer - RCS MEDIAGROUP</i></p>
<p>14:30-15:00</p>	<p><b>Presentation: Data is the CFO Way: Leading Strategy and Transformation.</b></p> <p>As a CFO with deep experience in data-driven initiatives, I've seen how critical data has become to our role—not just for financial reporting but as the backbone of strategic decision-making and business transformation.</p> <p>In this session, I'll discuss how a strong data strategy is key to evolving the CFO from a traditional finance role into a modern, strategic leader. While the transformation takes time, the benefits, including economies of scale, can be significant when done right.</p> <p>I believe the CFO should champion and lead this change. My presentation will cover the importance of a clear data strategy, its long-term benefits, and the CFO's unique position to drive it forward.</p> <p>Devan Manmoandas, <i>Chief Financial Officer – MOZA BANCO</i></p>
<p>15:00 - 15:30</p>	<p><b>Presentation: The Path from Excel to Data Lakehouse: Addressing the Transition Challenges</b></p> <p>In this presentation, I will share key insights from our journey of automating and streamlining clinical trial analysis, transitioning from manual, Excel-based workflows to a fully integrated data lakehouse solution. While generative AI and large language models (LLMs) may dominate the conversation today, I argue that foundational data transformations are equally critical to business success and are often the stepping stones to successful AI implementations. The discussion will cover several crucial elements of this transition, including:</p> <ul style="list-style-type: none"> <li>• Achieving a Data Maturity Leap: How we progressed from data immaturity (level 1) to a more advanced state (level 3) within a year by replacing manual processes with an automated data lakehouse.</li> <li>• Focusing on Business Value over Technology: Prioritizing stakeholder value over technology scalability from the outset was a key strategy in driving early momentum and engagement.</li> <li>• An Iterative, Agile Approach to Success: Regularly presenting prototypes, incorporating feedback, and adopting agile principles were essential in adapting and refining the solution.</li> <li>• Understanding Stakeholder Needs: Gaining a comprehensive understanding of the diverse stakeholder requirements, their data processes, and the purpose of analyses was critical, though time-consuming, for ensuring long-term success.</li> <li>• This session will provide practical strategies and lessons learned that can be applied to any organization embarking on a similar data transformation journey.</li> </ul>

	Rafał Wojdan, <i>Director of Data Science</i> - RYVU THERAPEUTIC
15:30 - 16:00	<i>Afternoon Tea &amp; Networking in the Exhibition Area</i>
16:00 - 16:30	<p><b>Panel Discussion: From Data to Decisions: Aligning Strategy with Business Goals</b></p> <ul style="list-style-type: none"> <li>• How can organizations ensure their data strategy is effectively aligned with their overall business objectives?</li> <li>• What are the common pitfalls organizations face when their data strategy does not align with their business strategy, and how can these be avoided?</li> <li>• What role does data governance play in aligning data strategy with business goals, and what are the best practices for implementing it?</li> <li>• How can organizations measure the impact of data-driven initiatives on their business performance, and what metrics should be used?</li> </ul> <p><b>Moderator:</b> Armando Pais do Amaral, <i>Head of Data Science and Technology</i> - VANWONEN  Kamalika Ghosh, <i>Business Insights, Data Management &amp; Engineering Director</i> – PHILIPS  Kieran O'Driscoll, <i>Head of Data &amp; Analytics - Africa &amp; Middle East</i> –THE HEINEKEN COMPANY</p>
16:30 – 17:00	<p><b>Presentation: Harness AI’s Potential: Core Considerations and Learnings</b></p> <ul style="list-style-type: none"> <li>• Given the rapid advancements in AI, how can we ensure that ethical guidelines evolve concurrently to address emerging challenges, and what role should international collaborations play in this?</li> <li>• How can future AI projects be designed to be sustainable, considering environmental, economic, and social impacts? What are the best practices from recent projects that can guide this?</li> <li>• What have we learned about the effectiveness of current regulatory frameworks for AI? What changes or improvements are necessary to better govern future AI development and deployment?</li> <li>• From what we've learned so far, what should our long-term vision and goals for AI be, and how do we align current projects with this vision?</li> </ul> <p>Lei Pan, <i>Manager Technical Data Science Transaction Monitoring Detection</i> – RABOBANK</p>
17:00- 17:15	<p><b>Chairs Closing Remarks</b></p> <p>Danielle Timmins, <i>Chief Data &amp; Analytics Officer</i> - FREERANGE CREATIVES</p>
17:15 - 18:30	<i>Networking drinks and Prize Draw</i>
18:30	<b>END OF THE CONFERENCE</b>