



OCTOBER 15-17, 2024 | BOSTON, MA

CDAO **Fall**

▶ Connecting you to what's next in data

SPEAKERS:

Steve Boras, Chief Data Officer, **CITIZENS BANK**

Vishal Patel, Chief Data & Analytics Officer,
WEBSTER BANK

Ajai Sehgal, Chief Data & Analytics Officer, **MAYO
CLINIC**

Tarun Sood, Chief Data Officer, **AMERICAN
CENTURY INVESTMENT**

David Dobbs, Vice President, Chief Data Officer,
HMSA

Chris Bennett, Chief Data Officer, **VANGUARD**

Shahidul Mannan, Chief Data Officer, **MERCY
HEALTH**

Ansar Kassim, Head of Analytics & Insights,
VERIZON

Joe Delpercio, Director, Analytic Services, **ZEUS
INDUSTRIAL PRODUCTS**

Jen Courant, Chief Data Officer, **DWS GROUP**

Carly Van Zandt, Senior Director, Data Governance,
FRESENIUS MEDICAL CARE

David Smith, Director of Data Governance, **NEW
BALANCE**

David Dietrich, Vice President, Advance Analytics &
Governance, **FIDELITY INVESTMENTS**

Xu Cheng, Head of Business Intelligence & Insights,
ASCOT GROUP

CDAO Fall 2024
October 15-17, 2024

Angelo Riddick, Chief Information Officer, **THE STATE OF NEW YORK** (former)

Jim Griffin, AI Practice Lead, Business Analytics Faculty **UNIVERSITY OF TEXAS**

John Chan, Director of Technology, AI/ML, **RAYMOND JAMES**

Tamilla Triantoro, Director MS Business Analytics, **QUINNIPIAC UNIVERSITY**

Zach Elewitz, Head of AI, **FORTUNE BRANDS**

Joshua Merrill, Enterprise Data, Analytics & Reporting **BOSTON CHILDREN'S HOSPITAL**

Tu Le, Head of Retail Bank Operations, **USAA FEDERAL SAVINGS BANK**

David Cass, Chief Information Security Officer, **GSR**

Farid Sheikhi, Manager, Business Intelligence & Digital Transformation, **KFC CANADA**

Diego de Aragao, Senior Vice President, Balance Sheet Management & Analytics, **CITI**

Jalaj Roy, Vice President, Enterprise Data Architecture, **DEUTSCHE BANK**

Kevin Langford, Vice President & Chief Human Resources Officer, **EXPRESSJET AIRLINES**

Westie Magnuson, Chief People Officer, **CORNEL'S PLUMBING, HEATING & AIR**

Chandra Kapireddy, Firmwide Head of Gen AI, ML & Analytics, **TRUIST**

Robin Patra, Head of innovation, Director Data & Analytics, **ACRO CONSTRUCTION**

Maggie Ward, Manager, Talent Ops Data & Reporting, **NETFLIX**

Besa Bauta, Chief Information Officer, **JEWISH BOARD**

Kendell Timmers, SVP, Head of Data & Insights, **THE NEW YORK TIMES**

Kevin Nickerson, AVP, Analytics & Sales Enablement, **CHUBB**

Gunjan Aggarwal, Executive Director, Data Strategy & Marketing Data Solutions, **NOVARTIS**

Avinash Tripathi, Vice President, Analytics, **UNIVERSITY OF PHOENIX**

Catherine Shen, Senior Director, US Pharmaceuticals Commercial Data & Reporting, **GSK**

Lauren Gardener, Senior Manager, Voice Of Customer Strategy, **STASH**

Erum Manzoor, Senior Vice President, **CITI**

CDAO Fall 2024
October 15-17, 2024

Ryan Simone, Vice President, Data Strategy,
BETCHES MEDIA

Maksim Kravets, Executive Director, Strategy &
Operations **CVS HEALTH**

Anurag Minocha, SMD, Head of Data Products & Reg
Data Strategy, **WEBSTER BANK**

Justin Yu, Senior Director, Infrastructure & Insights,
(former) **AUDIBLE, INC.**

Craig Swaisgood, Head of Data & Analytics, **NEW
YORK METS**

Sam Marks, Director of Business Strategy, Solutions
& Analytics, **BOSTON BRUINS**

Vinay Narayana, Senior Director, Engineering, Data
Analytics & ML, **LEVI STRAUSS & CO**

Jennifer Mezzio, Global HR Data Officer, **FIRST
CITIZENS BANK**

Seema Swamy, Senior Director, Insights, Analytics &
Data Science, **WALMART**

Tonjia Coverdale, Senior Vice President, Chief
Strategy Officer for Operations & Technology,
ASSOCIATED BANK

Susanna Raj, **WOMEN IN AI**

Dr. Tiffany Perkins-Munn, Managing Director, Head of
Data & Analytics for JPMC Marketing, **J.P. MORGAN
CHASE & CO.**

Jayeeta Putatunda, Senior Data Scientist – NLP &
Gen AI, Manager, Emerging Technologies, **FITCH
GROUP, INC.**

Glenn Hofmann, Chief Analytics Officer, **NEW YORK
LIFE INSURANCE COMPANY**

Bappaditya Roy, Chief Cloud Architect, **THE TJX
COMPANIES, INC**

Vivek Goel, Chief AI Strategist, **WELLNESS
CONNECTION**

Var Shankar, Associate, Grail Lab, **PURDUE
UNIVERSITY**

Karina Klever, **Governance & Compliance Expert**

Anusha Dandapani, Chief Data & AI Services Officer,
UNICC

Sowmya Subramanian, Executive Vice President,
WARNER BROS. DISCOVERY

Eric Higgins, Vice President, Global Online Data
Science, **THE ESTÉE LAUDER COMPANIES INC.**

Arohi Nair, **OFFICE OF CHIEF INFORMATION
OFFICER, FEMA, DEPARTMENT OF HOMELAND
SECURITY**

CDAO Fall 2024
October 15-17, 2024

Samta Shukla, Director of AI & Data Science, **BLUE CROSS AND BLUE SHIELDS OF MINNESOTA**

Sanjaya Swamy, Director of ML Engineering, Card Tech Machine Learning, **CAPITAL ONE**

Shrilata Murthy, Manager, International Data Science & Analytics, **DOORDASH**

Sundeeep Das, Head of Machines Learning/AI -New Business Verticals, **DOOR DASH**

Rohit Raghunathan, Head of Engineering, **DOORDASH**

Karim Samouda, **VOSKER**

Eve Milette, **VOSKER**

Karm Massougbodji, **VOSKER**

Stephane Giovanonni, **VOSKER**

Denis Rousseau, **VOSKER**

Sabrina Tremblay, **VOSKER**

Ram Gautam, Clinical Platform, **TELADOC HEALTH**

Erich Gazoui, Chief Information Officer, **PAPA**

Stacey Force, Board of Advisors, **GPS EDUCATION**

Rohit Kumar, Vice President, Software Engineering/Data Engineering, **AETNA**

Srini Sankar, Chief Data & Analytics Officer Advisor, **CDOIQ PROGRAM**

Esmond Kane, Chief Information Security Officer, **STEWARDS HEALTH CARE**

Laura Woolley, Global Consumer Marketing, **BOSE**

Barnak Banerjee, Managing Director, Data Engineering, **WEBSTER BANK**

Haroon Abbu, Senior Vice President, Digital Technology & Data Analytics , **BELL & HOWELL**

Sheri Marshall, Technical Director, Global Analytics Capability Development, **GENERAL MOTORS**

Alan Halfenger, Chief Compliance Officer, **ARCTARIS IMPACT INVESTORS**

Cecilia Dones, Professor, **COLUMBIA BUSINESS SCHOOL**

Kevin Kramer, Senior Vice President, Data Science & Analytics, **RECOVERY CENTERS OF AMERICA**

Richard Schaefer, Chief AI Officer VISN, **U.S. DEPARTMENT OF VETERANS AFFAIRS**

Senior Representative, **ROCKET COMPANIES**

Sam Ransbotham, Artificial Intelligence and Business Strategy, **MIT SLOAN MANAGEMENT REVIEW**

CDAO Fall 2024
October 15-17, 2024

Shreesha Jagadeesh, Associate Director of Applied
Machine Learning, **BEST BUY**

Puneet Matai, Data and AI Governance Lead – RT
Commercial, **RIO TINTO**

Bhagyesh Phanse, Vice President, Analytics & Data
Science, **STARBUCKS**

Nachiket Mehta, Head of Data and Analytics,
Engineering, Global Operations, **WAYFAIR**

Andrew Patricio, Chief Digital and AI Officer,
UNIDOSUS

Alex Golbin, Managing Director, Chief Data Officer &
Interim Chief Technology Officer, **HUDSON BAY
CAPITAL MANAGEMENT**

Julia Bardmesser, Chair of Technology Advisory
Council, **WOMEN LEADERS IN DATA & AI (WLDA)**

Anton Pavlov, Senior Manager, Customer Data &
Marketing Automation, **ALNYLAM
PHARMACEUTICALS**

James Pavlovich, Vice President, Customer
Experience and Operations, **STRAUMANN GROUP**

Beaumont Vance, Senior Vice President, Data &
Artificial Intelligence, **PAYCHEX**

Sabaita Mohsin, AI Product Leader, **CATERPILLAR
INC.**

Senior Representative, Chief Information Officer,
WORLDBANK

Corey M. Dennis, Senior Director, Global Counsel,
Information Security & Privacy, **ELI LILLY AND
COMPANY**

John Giaquinto, Vice President of Loyalty,
Personalization & Analytics, **RITE AID**

Christopher Hart, Partner, Co-Chair, Privacy & Data
Security Group, **FOLEY HOAG LLP**

Thomas Shola, Chief Risk & Privacy Officer,
NORTHERN BANK

Samuel Rosenthal, Director of Data Strategy &
Analytics, **FOLEY HOAG LLP**

Beverly Wright, PHD, CAP, Academic Program
Director, Data Science & AI, **THE UNIVERSITY OF
GEORGIA**

Selvin Selbaraju, Senior Machine Learning Engineer,
DELIVEROO

Keerti Purohit, Assistant Vice President, Data &
Analytics, **VERIZON**

Ian James, Head of Data Strategy, **RIGHTHAND
ROBOTICS, INC.**

Sammi Tang, Vice President, Global Head of
Biometrics Department, Quantitative Medicine,
Data Strategy, Medical Writing, **SERVIER**

CDAO Fall 2024
 October 15-17, 2024

Gabrielle Riese, Model Risk Manager, **CITIZENS**

Edward Loessi, Senior Manager, eCommerce Technology and Performance Analytics, **AHOLD DELHAIZE**

Shweta Mahajan, Product Owner, Data Management Lead, **BLOOMBERG**

Rose Lally, Chief Information Security Officer, Vice President, Governance & Controls, **ALTISOURCE**

Rahil Parikh, Applied Scientist, **AMAZON**

Kiran Kodali, Head of R&D Data Strategy and Governance, Data & Foundations **SANOFI**

Parag Shah, Vice President of Data, **CARGURUS**

Kevin Medeiros, Vice President, Senior Information Security Risk Officer, **WORKERS CREDIT UNION**

Laks Meyyappan, Executive Director, Algorithms & Data Science, **CVS HEALTH**

Armin Mahmutefendic Director, Chief Technology Officer, **MADISON INTERNATIONAL REALTY**

October 15, 2024

	Data Infrastructure, Engineering & Architecture Stage	Analytics & Intelligence Stage	AI, Gen AI & AGI Stage	Strategy & Culture Stage	Privacy & Compliance Stage
8:00	Registration and Networking Breakfast				
9:00	PANEL DISCUSSION: Best practices for establishing data quality standards, monitoring data quality metrics, and ensuring data integrity across the data lifecycle	PANEL DISCUSSION: Data-driven Decision Making in 2024: Harnessing Analytics for Strategic Insights. What's New?	PANEL DISCUSSION: How is AI changing the role of the Chief and Data & Analytics Officer? Understanding the Evolution of Artificial	PANEL DISCUSSION: Leading-Edge CDAOs - Overcome Cultural Barriers to Deliver Value from	PANEL DISCUSSION: Privacy & Compliance in Emerging Technologies: Assessing Risks and Opportunities in AI, LLM, ML

<ul style="list-style-type: none"> Implementing robust data quality monitoring processes and tools to continuously assess and measure data quality against established standards and metrics Implementing data governance practices and controls to ensure data integrity is maintained throughout the data lifecycle, from data ingestion and transformation to storage, analysis, and reporting <p>Joe Delpercio, Director, Analytic Services, ZEUS INDUSTRIAL PRODUCTS</p> <p>Jalaj Roy, Vice President, Enterprise Data Architecture, DEUTSCHE BANK</p>	<ul style="list-style-type: none"> The latest advancements in analytics technologies such as augmented analytics, predictive analytics, and prescriptive analytics, and their role in providing deeper insights and actionable recommendations for decision-making Emphasizing the importance of cross-functional collaboration between data scientists, analysts, business leaders, and domain experts <p>Joshua Merrill, Enterprise Data,</p>	<p>Intelligence: From Narrow AI to Gen AI</p> <ul style="list-style-type: none"> Moving beyond traditional data management and analytics functions to embrace AI-driven innovation and transformation initiatives Enabling CDAOs to leverage AI-driven insights and recommendations for more informed and proactive decision-making across all business functions <p>Chris Bennett, Chief Data Officer, VANGUARD</p> <p>Shahidul Mannan, Chief Data Officer, MERCY HEALTH</p>	<p>Data and Accelerate Growth</p> <ul style="list-style-type: none"> Highlight the importance of fostering a data-driven culture essential to deliver growth and value amid cultural barriers Addressing resistance to change within a large organization, and the importance of looking to the future <p>Maksim Kravets, Executive Director, Strategy & Operations CVS HEALTH</p> <p>Nachiket Mehta, Head of Data and Analytics, Engineering, Global Operations, WAYFAIR</p> <p>Tonjia Coverdale, Senior Vice President,</p>	<ul style="list-style-type: none"> What are privacy implications of emerging technologies such as artificial intelligence (AI), internet of things (IoT), Insights into assessing privacy risks, implementing privacy-by-design principles, and leveraging emerging technologies to enhance data privacy and protection <p>Corey M. Dennis, Senior Director, Global Counsel, Information Security & Privacy, ELI LILLY AND COMPANY</p> <p>Christopher Hart, Partner, Co-Chair, Privacy & Data Security</p>
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	<p>Shrilata Murthy, Manager, International Data Science & Analytics, DOORDASH</p> <p>Moderator: Executive from Shelf</p>	<p>Analytics & Reporting , BOSTON CHILDREN’S HOSPITAL</p> <p>Robin Patra, Head of innovation, Director Data & Analytics, ACRO CONSTRUCTION</p> <p>Kendell Timmers, SVP, Head of Data & Insights, THE NEW YORK TIMES</p> <p>Xu Cheng, Head of Business Intelligence & Insights, ASCOT GROUP</p>	<p>Jen Courant, Chief Data Officer, DWS GROUP</p> <p>Moderator: DominoLabData</p>	<p>Chief Strategy Officer for Operations & Technology, ASSOCIATED BANK</p>	<p>Group, FOLEY HOAG LLP</p>
<p>9:45</p>	<p>Strategies for establishing data governance frameworks, policies, and processes to ensure data quality, consistency, and compliance</p> <ul style="list-style-type: none"> The importance of aligning data 	<p>Predictive Analytics: Unveiling Future Trends and Patterns</p> <ul style="list-style-type: none"> Exploration of advanced analytics techniques used in predictive modeling, 	<p>AI Governance and the Future of Work</p> <p>Var Shankar, Associate, Grail Lab, PURDUE UNIVERSITY</p>	<p>Building a Culture of Accountability: Setting Clear Goals and Metrics for Data-driven Success</p> <ul style="list-style-type: none"> Exploring the importance of accountability in driving data- 	<p>The only 10 steps in GRC you need to know</p> <p><i>So many of us are overwhelmed with this topic and have no idea how to approach, decipher, or execute governance principles.</i></p>

	<p>governance objectives with business goals and regulatory requirements</p> <ul style="list-style-type: none"> Strategies for defining and implementing data quality standards and metrics to measure data accuracy <p>Carly Van Zandt, Senior Director, Data Governance, FRESENIUS MEDICAL CARE</p>	<p>including regression analysis, machine learning algorithms, time series forecasting, and ensemble methods</p> <ul style="list-style-type: none"> Predictions and forecasts for future trends and innovations in predictive analytics, including emerging technologies, methodologies, and applications that are likely to shape the future of predictive modeling <p>Angelo Riddick, Chief Information Officer, THE STATE OF NEW YORK (former)</p>		<p>driven initiatives and achieving business outcomes.</p> <ul style="list-style-type: none"> Strategies for defining clear goals, establishing performance metrics, and holding individuals and teams accountable for results <p>Justin Yu, Senior Director, Infrastructure & Insights, AUDIBLE, INC. (former)</p>	<p><i>The "checkbox exercise" approach to the endless irrelevant controls hadn't left us any more secure! We spin within each audit cycle and dedicate hundreds of thousands of hours *and dollars* on activities within our organizations that may not even be necessary. Join us to understand how to mature your GRC posture without sacrificing your people or budget!</i></p> <p>Karina Klever, Governance & Compliance Expert</p>
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10:15 **Networking Break in the Exhibit Hall**

<p>10:45</p>	<p>Data Engineering for Machine Learning: Building Scalable Data Pipelines for AI and ML Applications</p> <ul style="list-style-type: none"> • Pipeline orchestration tools and frameworks in order to automate and managing complex data workflows • Building scalable and efficient data pipelines to support AI and ML applications <p>RESERVED FOR SIGMOID</p>	<p>Data Visualization and Storytelling: Communicating Insights Effectively</p> <ul style="list-style-type: none"> • The significance of data visualization in conveying complex insights and patterns • Interactive data visualization tools and techniques for engaging the audience and enabling exploration and analysis of data <p>Tu Le, Head of Retail Bank Operations, USAA FEDERAL SAVINGS BANK</p>	<p>AI in Real Life: A Case Study on how UNIDOSUS are implementing AI to make a real impact</p> <p>Andrew Patricio, Chief Digital and AI Officer, UNIDOSUS</p>	<p>CASE STUDY: Cultivating a Data-First Culture: From Vision to Implementation</p> <p><i>Strategies for overcoming resistance and driving cultural change towards a data-centric organization, ensuring widespread adoption and engagement</i></p> <p>Ian James, Head of Data Strategy, RIGHTHAND ROBOTICS, INC.</p>	<p>Ensuring CDAO's are accounting for risks as they lead their teams</p> <p><i>Effectively managing the risks associated with deploying data and analytics strategies that utilize new AI functions, including generative AI, large language models, and predictive AI.</i></p> <p>Reserved for Tricentis</p>
<p>11:15</p>	<p>PANEL DISCUSSION: Data Mesh: Decentralized Data Architecture for Scalable and Agile Data Management</p>	<p>PANEL DISCUSSION: Big Data Analytics: Managing, Processing, and Extracting Value from Large Datasets</p>	<p>PANEL DISCUSSION: AGI: The Quest for Gen AI- Challenges and Opportunities</p> <ul style="list-style-type: none"> • What are some of the potential risks 	<p>PANEL DISCUSSION: My story – The journey of the Chief Data Officer</p>	<p>PANEL DISCUSSION: Safeguarding Data: Navigating Privacy and Compliance in the Digital Age</p>

	<ul style="list-style-type: none"> • Domain-oriented decentralized data ownership, self-serve data infrastructure, federated data governance, and data product mindset. • Scalability and agility benefits of Data Mesh <p>Barnak Banerjee, Managing Director, Data Engineering, WEBSTER BANK</p> <p>Kiran Kodali, Head of R&D Data Strategy and Governance, Data & Foundations, SANOFI</p>	<ul style="list-style-type: none"> • What are the challenges associated with managing big data, including data ingestion, storage, processing, and scalability issues, and strategies for overcoming these challenges • Advanced analytics and machine learning techniques applied to big data, such as predictive modeling, clustering, classification, and anomaly detection <p>Craig Swaisgood, Head of Data & Analytics, NEW YORK METS</p> <p>Sam Marks, Director of Business Strategy,</p>	<p>associated with generative AI and the need for robust ethical frameworks</p> <ul style="list-style-type: none"> • Uncover how organizations can harness generative AI to generate novel ideas, prototypes, and insights, ultimately driving innovation and competitive advantage <p>Besa Bauta, Chief Information Officer, JEWISH BOARD</p> <p>Tarun Sood, Chief Data Officer, AMERICAN CENTURY INVESTMENT</p> <p>Vishal Patel, Chief Data & Analytics Officer, WEBSTER BANK</p> <p>Tamilla Triantoro, Director MS Business Analytics, QUINNIPIAC UNIVERSITY</p>	<p><i>In this session, you will hear from some of the highest leaders, hear how they started in the sector and made their way up to be a Chief Data Officer. You'll have the opportunity to ask your burning questions, have robust discussions and gain insights into what makes a great leader and what the future of the CDO looks like.</i></p> <p>Chris Bennett, Chief Data Officer, VANGUARD</p> <p>Jen Courant, Chief Data Officer, DWS GROUP</p> <p>Alex Golbin, Managing Director, Chief Data Officer & Interim Chief Technology Officer, HUDSON BAY CAPITAL MANAGEMENT</p>	<ul style="list-style-type: none"> • Balancing Innovation with Privacy: How to innovate and leverage data-driven technologies while maintaining compliance with privacy regulations • Mitigating Risks: Identifying potential risks and challenges in data management and how to implement effective safeguards to prevent breaches and penalties <p>Rose Lally, Chief Information Security Officer, Vice President, Governance &</p>
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		<p>Solutions & Analytics, BOSTON BRUINS</p>	<p>Sanjaya Swamy, Director of ML Engineering, Card Tech Machine Learning, CAPITAL ONE</p> <p>Representative from Pryon</p>		<p>Controls, ALTISOURCE</p>
12:00	<p>Data Democratization: Empowering Employees with Access to Data and Analytics Tools</p> <ul style="list-style-type: none"> The importance of democratizing data access and analytics capabilities across the organization to foster innovation and agility. Strategies for promoting self-service analytics, data literacy programs, and democratized decision-making processes 	<p>Decoding LLMs: Evaluations is all you need</p> <p><i>As the LLM field is seeing dynamic growth and rapid evolution of new architectures, it also requires continuous evaluation methodologies that adapt to changing contexts. Open source initiatives play a pivotal role in addressing the challenges of LLM evaluation, driving progress, facilitating the development of standardized benchmarks, and</i></p>	<p>Exploring the Ethical Implications of Advanced AI and AGI Development</p> <ul style="list-style-type: none"> Implementing bias mitigation strategies to proactively identify and minimize biases in AI/Gen AI algorithms and models, ensuring fairness and equity in decision-making processes Promoting explainability and transparency in 	<p>Sustainability and Corporate Social Responsibility (CSR) in Data Strategy: Balancing Profit with Purpose</p> <ul style="list-style-type: none"> Exploring the intersection of data strategy, sustainability, and corporate social responsibility (CSR) and the role of organizations in addressing societal and 	<p>Analytics for Risk Management and Strategic Decision- Making</p> <ul style="list-style-type: none"> The use of predictive modeling techniques, such as machine learning algorithms, to assess and quantify risks The integration of risk analytics with strategic decision-making processes, where data-driven insights

	<p>Xu Cheng, Head of Business Intelligence & Insights, ASCOT GROUP</p>	<p><i>enabling researchers to consistently benchmark LLM performance across various tasks and domains. We will also evaluate some of the OS evaluation metrics and walkthrough of code using a demo dataset.</i></p> <p>Jayeeta Putatunda, Senior Data Scientist – NLP & Gen AI, Manager, Emerging Technologies, FITCH GROUP, INC.</p>	<p>AI/Gen AI systems to provide clear insights into how AI models make decisions, enhancing trust, and facilitating better understanding of AI-generated outcomes</p> <p>Eric Higgins, Vice President, Global Online Data Science, THE ESTÉE LAUDER COMPANIES INC.</p>	<p>environmental challenges.</p> <ul style="list-style-type: none"> Strategies for integrating sustainability and CSR principles into data strategy development, governance, and decision-making processes. <p>Besa Bauta, Chief Information Officer, JEWISH BOARD</p>	<p>are used to inform strategic initiatives, investments, and resource allocations</p> <p>Thomas Shola, Chief Risk & Privacy Officer, NORTHERN BANK</p>
12:30	Lunch in the Exhibit Hall				
2:00	<p>From Data Assets to Data Products: how productization of data brings in efficiency and scalability that today's business require?</p> <ul style="list-style-type: none"> What key data products and how 	<p>Storytelling with data for a deeper understanding of insights</p> <p><i>Leveraging data visualization and narrative techniques to transform complex data</i></p>	<p>Implementing Generative AI Copilots in an Enterprise Environment</p> <p><i>This session explores the implementation of generative AI copilots in enterprise</i></p>	<p>Cultural Transformation Roadmap: Steps to Building a Data-driven Organization</p> <ul style="list-style-type: none"> A roadmap for cultural transformation 	<p>Data Privacy Compliance in the Cloud: Addressing Challenges and Best Practices for Cloud-based Data Processing</p>

	<p>productization of data is a must to have in today's world to achieve efficiency, reusability and scalability that business requires?</p> <ul style="list-style-type: none"> • Building internal capabilities for Data Product: data product is an inherent internal capability. How building up such a capability pose new challenges to organizations? How do we prepare for such challenges within the organization and as an industry? <p>Catherine Shen, Senior Director, US Pharmaceuticals Commercial Data & Reporting, GSK</p>	<p><i>into engaging stories that resonate with individual customer segments, enhancing understanding and connection</i></p>	<p><i>environments, focusing on their potential to enhance productivity and innovation while addressing crucial aspects of data security and ethical AI us.</i></p> <p>Jim Griffin, AI Practice Lead, Business Analytics Faculty UNIVERSITY OF TEXAS</p>	<p>towards becoming a data-driven organization, from vision-setting to implementation and measurement</p> <ul style="list-style-type: none"> • Practical guidance and real-world examples to navigate the complexities of cultural change and drive successful data initiatives <p>Ryan Simone, Vice President, Data Strategy, BETCHES MEDIA</p>	<ul style="list-style-type: none"> • Exploring the unique privacy challenges and compliance considerations associated with cloud computing environments. • Strategies for assessing cloud service providers' privacy and security controls, negotiating data protection agreements, and ensuring compliance with regulatory requirements
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<p>2:30</p>	<p>Considerations for designing resilient, scalable, and cost-effective data architectures in multi-cloud environments Design considerations for building resilient data architectures in multi-cloud environments, including redundancy, fault tolerance, disaster recovery planning, and data replication strategies</p>	<p>Machine Learning Applications in Business Intelligence</p> <ul style="list-style-type: none"> • Highlighting the use of natural language processing (NLP) and sentiment analysis techniques • Insights into how machine learning can be applied to optimize business processes, streamline operations, and improve efficiency in areas such as supply chain management, inventory forecasting, demand planning, and resource allocation <p>Farid Sheikhi, Manager, Business Intelligence &</p>	<p>Embedding responsible practices in organizational culture, building capacity and literacy for responsible uses of AI</p> <ul style="list-style-type: none"> • Navigating your security and privacy obligations when using AI • How to manage the risks of AI in a rapidly changing landscape in order to remain safe, but innovative • How to keep bias out of data to ensure fair and ethical AI <p>Diego de Aragao, Senior Vice President, Balance Sheet Management & Analytics, CITI</p>	<p>Fireside chat: Change Management and Communication: Leading Effective Change to Drive Culture Transformation</p> <ul style="list-style-type: none"> • Acknowledging the inevitability of resistance to change and what strategies are there for addressing resistance • The importance of defining a clear and compelling vision for the transformation, and how the benefits of a data-driven culture is aligned with the organizational goals <p>Kevin Langford, Vice President & Chief</p>	<p>Safeguarding language models against threats, insights into two way privacy <i>Rahil Parikh will review the vulnerabilities of AI models. He will discuss two privacy attacks aimed at extracting instances of the training data from a trained model. Subsequently, the session will explore measures to safeguard language models against these threats, ensuring a responsible and secure integration of large language models</i></p> <p>Rahil Parikh, Applied Scientist, AMAZON</p>
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		Digital Transformation, KFC CANADA		Human Resources Officer, EXPRESSJET AIRLINES Tonjia Coverdale, Senior Vice President, Chief Strategy Officer for Operations & Technology, ASSOCIATED BANK	
3:00 	Data Governance in Modern Data Architectures: Ensuring Compliance, Security, and Data Quality <ul style="list-style-type: none"> • Overview of the importance of data governance in modern data architectures • Strategies for maintaining data quality through data governance practices 	Revolutionizing Data Driven Innovation: Synthetic Data The Benefits and Challenges of Synthetic Data: Explore how synthetic data can address privacy concerns, reduce biases, and enhance the training of AI models, while also discussing the potential pitfalls and limitations. Cecilia Dones, Professor, COLUMBIA BUSINESS SCHOOL	The Age of Big Data & AI: Building Trust and Transparency <ul style="list-style-type: none"> • What are the challenges of trust and transparency in the age of big data and AI • ethical considerations and responsible AI practices aimed at ensuring the ethical and responsible use of big data and AI technologies 	Maximizing your Data & Analytics Strategy for ROI, Efficiency and Productivity in an increasingly demanding environment. <ul style="list-style-type: none"> • The role of advanced analytics and artificial intelligence (AI) solutions in driving ROI • Why is it important to define and track 	Building a Privacy & Risk-aware Culture and Compliance Mindset <ul style="list-style-type: none"> • The importance of privacy training and awareness programs in educating employees about privacy risks, obligations, and best practices • Developing comprehensive privacy training

	<p>Puneet Matai, Data and AI Governance Lead – RT Commercial, RIO TINTO</p>		<p>Anusha Dandapani, Chief Data & AI Services Officer, UNICC</p>	<p>key performance indicators (KPIs) related to data and analytics initiatives, such as return on investment (ROI), cost savings, productivity gains, and process efficiency improvements</p> <p>Bhagyesh Phanse, Vice President, Analytics & Data Science, STARBUCKS</p>	<p>programs, raising awareness of privacy issues, and fostering a culture of privacy compliance within organizations</p> <p>Christopher Hart, Partner, Co-Chair, Privacy & Data Security Group, FOLEY HOAG LLP</p>
<p>3:30</p>	<p>NETWORKING BREAK IN EXHIBIT HALL</p>				
<p>4:00</p>	<p>PANEL DISCUSSION: Insights into metadata management tools and platforms for cataloging, lineage tracking, and data discovery</p>	<p>PANEL DISCUSSION: Exploring emerging trends and technologies shaping the future of data, such as edge computing, serverless</p>	<p>PANEL DISCUSSION: Harnessing the Power of AI for Good: Empowering Data Leaders to Drive Positive Impact</p>	<p>PANEL DISCUSSION: Data-driven Diversity and Inclusion: Advancing Equity and Representation in the Workplace</p>	<p>PANEL DISCUSSION: Privacy by Design: Embedding Privacy Principles into Data Architecture and Product Development</p>

	<ul style="list-style-type: none"> The core functionality of metadata management tools and platforms, such as data cataloging, metadata extraction, metadata storage, and metadata search capabilities. <p>Anurag Minocha, SMD, Head of Data Products & Reg Data Strategy, WEBSTER BANK</p> <p>Rohit Kumar, Vice President, Software Engineering/Data Engineering, AETNA</p> <p>Parag Shah, Vice President of Data, CARGURUS</p>	<p>architectures, cloud migration and AI-driven infrastructure management</p> <ul style="list-style-type: none"> Key emerging trends and technologies shaping the future of data infrastructure What are the implications of emerging trends and technologies on data infrastructure design, architecture, and management practices, including considerations for security, governance, compliance, and organizational readiness for adoption <p>Sam Marks, Director of Business Strategy,</p>	<ul style="list-style-type: none"> Discover best practices for ethical AI implementation, including responsible data collection, unbiased algorithm development, and transparent decision-making processes Understand the importance of cross-sector collaboration and partnership-building to maximize the impact of AI for good <p>Farid Sheikhi, Manager, Business Intelligence & Digital Transformation, KFC CANADA</p> <p>Chandra Kapireddy, Firmwide Head of Gen</p>	<ul style="list-style-type: none"> Discussing the role of data analytics in promoting diversity, equity, and inclusion (DEI) within organizations through data-driven hiring, promotion, and retention practices Strategies for leveraging data insights to identify and address bias, promote representation, and foster inclusive cultures <p>Maggie Ward, Manager, Talent Ops Data & Reporting, NETFLIX</p> <p>Kevin Langford, Vice President & Chief</p>	<ul style="list-style-type: none"> The concept of privacy by design and its importance in proactively addressing privacy concerns throughout the data lifecycle. Strategies for integrating privacy principles into data architecture, system design, and product development processes to minimize privacy risks <p>Karina Klever, Governance & Compliance Expert</p> <p>Alan Halfenger, Chief Compliance Officer, ARCTARIS IMPACT INVESTORS</p>
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		<p>Solutions & Analytics, BOSTON BRUINS</p> <p>Arohi Nair, OFFICE OF CHIEF INFORMATION OFFICER, FEMA, DEPARTMENT OF HOMELAND SECURITY</p> <p>Beaumont Vance, Senior Vice President, Data & Artificial Intelligence, PAYCHEX</p> <p>Armin Mahmutefendic, Director, Chief Technology Officer, MADISON INTERNATIONAL REALTY</p>	<p>AI, ML & Analytics, TRUIST</p> <p>Bappaditya Roy, Chief Cloud Architect, THE TJX COMPANIES, INC</p> <p>Cindi Howson, Chief Data Strategy Officer, THOUGHTSPOT</p>	<p>Human Resources Officer, EXPRESSJET AIRLINES</p> <p>Jennifer Mezzio, Global HR Data Officer, FIRST CITIZENS BANK</p> <p>Cecilia Dones, Professor, COLUMBIA BUSINESS SCHOOL</p>	<p>Puneet Matai, Data and AI Governance Lead – RT Commercial, RIO TINTO</p> <p>Thomas Shola, Chief Risk & Privacy Officer, NORTHERN BANK</p>
4:45	Closing Remarks				

5:00	Kickoff Evening Reception
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October 16, 2024

8:15am	Networking Breakfast
9:00	<p>PANEL DISCUSSION: THE STATE OF DATA & ANALYTICS 2024 – a panel comprised of the biggest CDOs, CAOs, CDAOs & our Editorial Staff</p> <ul style="list-style-type: none"> • The latest trends and technologies shaping the field of data and analytics in 2024, including advancements in artificial intelligence, machine learning, big data, cloud computing, and edge analytics • Insights into how organizations are leveraging data and analytics to drive business strategy, innovate products and services, optimize operations, and enhance customer experiences, leading to competitive advantage and market differentiation <p>Bappaditya Roy, Chief Cloud Architect, THE TJX COMPANIES, INC Tarun Sood, Chief Data Officer, AMERICAN CENTURY INVESTMENT Alex Golbin, Managing Director, Chief Data Officer & Interim Chief Technology Officer, HUDSON BAY CAPITAL MANAGEMENT Richard Schaefer, Chief AI Officer VISN, U.S. DEPARTMENT OF VETERANS AFFAIRS Erum Manzoor, Senior Vice President, CITI</p> <p>Moderated by: Avinash Tripathi, Vice President, Analytics, UNIVERSITY OF PHOENIX</p>
9:45	<p>From Hype to Reality: Mastering AI</p> <ul style="list-style-type: none"> • Transitioning from AI Concepts to Practical Applications

	<ul style="list-style-type: none"> • Developing a Robust AI Frameworks that create value • Maximizing AI's Potential for Innovation and Growth: Steve Boras, Chief Data Officer, CITIZENS BANK
10:15	Reserved session
10:45	Networking Break
11:15	<p>Artificial Intelligence isn't just a catch-phrase anymore. It's here to stay and we better be ready.</p> <ul style="list-style-type: none"> • Investing in AI talent, infrastructure, and capabilities, and developing strategies to leverage AI for competitive advantage and business growth • Understanding the potential AI has to drive innovation, enhance efficiency, and unlock new opportunities for value creation in a rapidly evolving digital landscape <p>Glenn Hofmann, Chief Analytics Officer, NEW YORK LIFE INSURANCE COMPANY</p>
12:00	<p>PANEL DISCUSSION: Data Governance and Security in the Age of AI:</p> <ul style="list-style-type: none"> • Establishing robust data governance frameworks • Ensuring data security in AI driven environments • Balancing innovation and privacy <p>Nachiket Mehta, Head of Data and Analytics, Engineering, Global Operations, WAYFAIR Steve Boras, Chief Data Officer, CITIZENS BANK Sowmya Subramanian, Executive Vice President, WARNER BROS. DISCOVERY</p> <p>Panel Moderator from DataRobot</p>
12:45	<p>PANEL DISCUSSION: Optimizing Data Management Strategies for Enhanced Data Quality:</p> <ul style="list-style-type: none"> • Designing comprehensive data management strategies • Ensuring high quality data for business intelligence • Innovative data management tools and technologies

	Vivek Goel, Chief AI Strategist, WELLNESS CONNECTION Puneet Matai, Data and AI Governance Lead – RT Commercial, RIO TINTO Keerti Purohit, Assistant Vice President, Data & Analytics, VERIZON Reserved for WNS
1:30	Lunch

	FS/Insurance Stage	Retail/e-commerce Stage	Healthcare/ Hospitals Stage	CPG/Manufacturing Stage	Cross Industry Best Practices Stage
2:45	PANEL DISCUSSION: The Power of AI in Financial Services: Predictive Analytics, Algorithmic Trading, and Risk Management <ul style="list-style-type: none"> How artificial intelligence (AI) is transforming the financial services industry The role of AI and machine learning in algorithmic 	PANEL DISCUSSION: AI-driven Personalization: How Gen AI Is Shaping Customer Experiences in Retail and E-commerce <ul style="list-style-type: none"> Insights into how AI algorithms analyze customer data, such as browsing history, purchase patterns, and demographic information, to deliver personalized product 	PANEL DISCUSSION: Sitting at the top: Data Insights from hospitals & Healthcare systems and bringing us into 2025. <p><i>The evolution of data analytics in hospitals and healthcare systems, highlighting advancements in technology, data collection methods, and analytical techniques that have shaped the industry's</i></p>	PANEL DISCUSSION: Driving Efficiency and Innovation: The Role of Data in Modern Manufacturing <p><i>Join us as we discuss real-world examples, challenges, and the future of data-driven decision-making in manufacturing, and discover how leading companies are leveraging data to drive innovation and maintain a competitive edge.</i></p>	PANEL DISCUSSION: The Good, the bad and the ugly: Leveraging Data for Customer-Centric Strategies <ul style="list-style-type: none"> The Good: Creating Personalized Customer Experiences The Bad: Pitfalls of Poor Data Management The Ugly: Risks of Misusing Customer Data James Pavlovich, Vice President, Customer

	<p>trading and quantitative finance, including automated trading strategies, pattern recognition, and predictive modeling</p> <p>Diego de Aragao, Senior Vice President, Balance Sheet Management & Analytics, CITI</p> <p>Chandra Kapireddy, Firmwide Head of Gen AI, ML & Analytics, TRUIST</p> <p>David Dietrich, Vice President, Advance Analytics & Governance, FIDELITY INVESTMENTS</p> <p>Erum Manzoor, Senior Vice President, CITI</p>	<p>recommendations, enhancing engagement, conversion rates, and customer satisfaction</p> <p>David Smith, Director of Data Governance, NEW BALANCE</p> <p>Zach Elewitz, Head of AI, FORTUNE BRANDS</p> <p>Seema Swamy, Senior Director, Insights, Analytics & Data Science, WALMART</p> <p>Shreesha Jagadeesh, Associate Director of Applied Machine Learning, BEST BUY</p> <p>Sabaita Mohsin, AI Product Leader, CATERPILLAR INC.</p> <p>Laks Meyyappan, Executive Director, Algorithms & Data Science, CVH HEALTH</p>	<p><i>approach to data-driven decision-making</i></p> <p>Carly Van Zandt, Senior Director, Data Governance, FRESENIUS MEDICAL CARE</p> <p>Joshua Merrill, Enterprise Data, Analytics & Reporting , BOSTON CHILDREN'S HOSPITAL</p> <p>Ajai Sehgal, Chief Data & Analytics Officer, MAYO CLINIC</p> <p>Kevin Kramer, Senior Vice President, Data Science & Analytics, RECOVERY CENTERS OF AMERICA</p> <p>Rohit Kumar, Vice President, Software Engineering/Data Engineering, AETNA</p> <p>Sammi Tang, Vice President, Global Head</p>	<p>Sheri Marshall, Technical Director, Global Analytics Capability Development, GENERAL MOTORS</p>	<p>Experience and Operations, STRAUMANN GROUP</p>
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			of Biometrics Department, Quantitative Medicine, Data Strategy, Medical Writing) SERVIER		
3:30	Challenges and Opportunities of Generative AI and its Implications on your Data Strategy <ul style="list-style-type: none"> • Address challenges of protecting sensitive information, ensuring compliance with data regulations, and addressing the potential vulnerabilities • Discuss the potential of generative models to create realistic synthetic data 	Building a Future-Proof Data Platform: A Strategic Blueprint <i>In today's data-driven landscape, organizations must harness the power of their data to gain a competitive edge. However, legacy systems and siloed data sources often hinder innovation and agility. This session will provide a strategic blueprint for building a modern, future-proof data platform that unlocks the full potential of your organization's data enabling you to deliver</i>	The impact of AI & ML on Patient and member experiences and outcomes <i>AI technology made it possible for doctors to spend more time with patients. According to a study, Physicians spend 50% of patient visit time updating records in provider systems like EHRs and only spent 25% of their time with patients. Apple Watches and Smartphones devices help record patient, doctor's conversation and NLP technology convert unstructured</i>	Building a Data-Driven Culture: Creating a Community of Practice <ul style="list-style-type: none"> • Essential steps to set up and foster a thriving community of practice within data and analytics organizations, including best practices for engagement and knowledge sharing • Examining various organizational models for data 	Emerging Technologies and Trends in Data Science: Unlocking the Potential of Data for Innovation <ul style="list-style-type: none"> • An overview of emerging technologies such as artificial intelligence (AI), machine learning (ML), natural language processing (NLP), blockchain, edge computing, and quantum computing, and their potential

	<p>Tarun Sood, Chief Data Officer, AMERICAN CENTURY INVESTMENT</p>	<p><i>innovative AI and analytical solutions.</i></p> <p>Vinay Narayana, Senior Director, Engineering, Data Analytics & ML, LEVI STRAUSS & CO</p>	<p><i>clinical records to structured records to update the provider's systems.</i></p> <p><i>Now healthcare is moving from fee-per-service to a value-based care model. Healthcare organizations are working on measure provider performance and identifying gaps in care for reporting to payers and regulators. This type of data mining in healthcare, made possible by NLP.</i></p> <p>Ram Gautam, Clinical Platform, TELADOC HEALTH</p>	<p>and analytics teams, discussing the pros and cons of each, and delve into the importance of promoting data literacy to empower all employees across the organization.</p> <p>Sheri Marshall, Technical Director, Global Analytics Capability Development, GENERAL MOTORS</p>	<p>applications in data science</p> <ul style="list-style-type: none"> • Insights into future trends and opportunities in data science, and the potential impact of these trends on driving innovation across various industries <p>Sowmya Subramanian, Executive Vice President, WARNER BROS. DISCOVERY</p>
4:00	NETWORKING BREAK				
4:30	<p>Discussion Group: How AI can Improve Decision-Making Processes Within the Finance Industry - From Predictive</p>	<p>Insights into how AI is being leveraged at DoorDash</p> <p>Sundeep Das, Head of Machines Learning/AI -</p>	<p>Responsible use of Generative AI for Healthcare</p> <p><i>Ensuring the implementation of AI adheres to strict ethical standards and protects</i></p>	<p>Discussion Group: The Challenges and Advantages of Building a Data-Driven culture in Manufacturing.</p>	<p>Discussion Group: Learning from each other: Digital Transformation and Data Strategy: Navigating the Road to</p>

	<p>Analytics to Real-Time Insights</p> <ul style="list-style-type: none"> Enhancing Predictive Accuracy: Explore how AI-driven predictive analytics can improve data driven decisions and improve business outcomes <p>Erum Manzoor, Senior Vice President, CITI</p> <p>Vishal Patel, Chief Data & Analytics Officer, WEBSTER BANK</p> <p>Jen Courant, Chief Data Officer, DWS GROUP</p>	<p>New Business Verticals, DOOR DASH</p> <p>Rohit Raghunathan, Head of Engineering, DOORDASH</p>	<p><i>patient confidentiality, mitigating risks related to data security and misuse.</i></p> <p>Samta Shukla, Director of AI & Data Science, BLUE CROSS AND BLUE SHIELDS OF MINNESOTA</p>	<ul style="list-style-type: none"> The Importance of cultural transformation in manufacturing organizations to embrace data-driven decision-making Challenges associated with data literacy and the skills gap within manufacturing workforce; strategies for upskilling employees, promoting data literacy, and fostering a culture of continuous learning <p>Joe Delpercio, Director, Analytic Services, ZEUS INDUSTRIAL PRODUCTS</p>	<p>Success in the Digital Era</p> <ul style="list-style-type: none"> The importance of continuous innovation and adaptation in the rapidly evolving digital landscape; strategies for staying agile and responsive to market changes, emerging technologies, and evolving customer needs through iterative experimentation and learning Common challenges and roadblocks encountered in digital transformation and data strategy initiatives and how to overcome these challenges
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				Haroon Abbu, Senior Vice President, Digital Technology & Data Analytics , BELL & HOWELL	Kendell Timmers, SVP, Head of Data & Insights, THE NEW YORK TIMES Sam Marks, Director of Business Strategy, Solutions & Analytics, BOSTON BRUINS Gabrielle Riese, Model Risk Manager, CITIZENS Parag Shah, Vice President of Data, CARGURUS
5:00	Sessions Conclude				
6:30-9:00	Corinium Awards & Black Tie Gala 6:30-7:00 Reception 7:00-9:00 Awards & Dinner				

	CX Stage	InfoSecurity Stage	Workplace & People Stage	Sales & Marketing Stage
8:15	Networking Breakfast			
9:00	<p>PANEL DISCUSSION: How Customer Experience is driving digital transformation and adoption across the enterprise</p> <ul style="list-style-type: none"> How data analytics and insights are driving digital transformation efforts by providing organizations with actionable intelligence about customer interactions, purchasing patterns, and sentiment analysis <p>Tu Le, Head of Retail Bank Operations, USAA FEDERAL SAVINGS BANK</p> <p>Beverly Wright, PHD, CAP, Academic Program Director, Data Science &</p>	<p>PANEL DISCUSSION: Data-driven Incident Forensics: Investigating and Analyzing Security Incidents</p> <ul style="list-style-type: none"> Insights into how data-driven approaches can enhance incident investigation and analysis by leveraging digital evidence to identify the root causes of security incidents How machine learning algorithms can assist in anomaly detection, pattern recognition, and behavioral analysis to identify suspicious activities and threats 	<p>PANEL DISCUSSION: Data-driven Talent Acquisition: Leveraging Analytics to Identify and Attract Top Talent</p> <ul style="list-style-type: none"> Exploring how organizations can use data analytics to optimize the talent acquisition process, including sourcing, screening, and selecting candidates, to attract and hire top talent effectively How can organizations leverage data analytics to understand candidate preferences, tailor messaging and branding efforts, and effectively engage with target talent pools through targeted recruitment campaigns <p>Div Khanna, Global Head of People Data Strategy & Analytics, KENVUE</p>	<p>PANEL DISCUSSION: Data-driven Sales Strategies: Leveraging Analytics to Identify and Prioritize High-value Opportunities</p> <ul style="list-style-type: none"> How can organizations use analytics to segment their customer base, prioritize prospects, and tailor sales strategies to address the specific needs and preferences of different customer segments Discuss how organizations can use analytics to track the progress of opportunities through the sales funnel, identify bottlenecks, and optimize sales processes <p>Kevin Nickerson, AVP, Analytics & Sales Enablement, CHUBB</p> <p>Gunjan Aggarwal, Executive Director, Data Strategy & Marketing Data Solutions, NOVARTIS</p> <p>John Giaquinto, Vice President of Loyalty, Personalization & Analytics, RITE AID</p>

	<p>AI, THE UNIVERSITY OF GEORGIA</p> <p>Edward Loessi, Senior Manager, eCommerce Technology and Performance Analytics, AHOLD DELHAIZE</p>	<p>David Cass, Chief Information Security Officer, GSR</p> <p>Senior Representative, Chief Information Officer, WORLDBANK</p> <p>Rose Lally, Chief Information Security Officer, Vice President, Governance & Controls, ALTISOURCE</p> <p>Esmond Kane, Chief Information Security Officer, STEWARD HEALTH CARE</p> <p>Kevin Medeiros, Vice President, Senior Information Security Risk Officer, WORKERS CREDIT UNION</p>	<p>Stacey Force, Board of Advisors, GPS EDUCATION</p> <p>Westie Magnuson, Chief People Officer, CORNEL'S PLUMBING, HEATING & AIR</p>	<p>Anton Pavlov, Senior Manager, Customer Data & Marketing Automation, ALNYLAM PHARMACEUTICALS</p>
9:45	<p>Customer Lifetime Modeling <i>Insights into deep learning CVL models for increased personalisation</i></p>	<p>Secure DevOps: Integrating Security into CI/CD Pipelines</p> <ul style="list-style-type: none"> The significance of Secure DevOps 	<p>Exploring the Ethical Implications of Advanced AI and AGI Development</p> <ul style="list-style-type: none"> Implementing bias mitigation strategies to 	<p>Customer Segmentation and Targeting: Using Data Insights to Personalize Sales and Marketing Campaigns</p>

	<p>Laks Meyyappan, Executive Director, Algorithms & Data Science, CVH HEALTH</p>	<p>practices in safeguarding data integrity, confidentiality, and availability throughout the software development lifecycle</p> <ul style="list-style-type: none">• Insights into how automated tools such as static application security testing (SAST) and dynamic application security testing (DAST) can help detect and remediate data-related vulnerabilities, such as injection flaws or insecure data storage practices <p>Corey M. Dennis, Senior Director, Global Counsel, Information Security & Privacy, ELI LILLY AND COMPANY</p>	<p>proactively identify and minimize biases in AI/Gen AI algorithms and models, ensuring fairness and equity in decision-making processes</p> <ul style="list-style-type: none">• Promoting explainability and transparency in AI/Gen AI systems to provide clear insights into how AI models make decisions, enhancing trust, and facilitating better understanding of AI-generated outcomes <p>Jennifer Mezzio, Global HR Data Officer, FIRST CITIZENS BANK</p>	<ul style="list-style-type: none">• Leveraging data insights to create detailed customer profiles based on demographics, psychographics, behaviors, and preferences• The role of predictive analytics in identifying and predicting customer segments with the highest potential value. <p>Dr. Tiffany Perkins-Munn, Managing Director, Head of Data & Analytics for JPMC Marketing, J.P. MORGAN CHASE & CO.</p>
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10:15	Networking Break			
10:45	<p>Customer Data Platforms (CDPs): Unifying Customer Data for a 360-degree View</p> <ul style="list-style-type: none"> The benefits of Customer Data Platforms (CDPs) in aggregating and unifying customer data from disparate sources How does this enable organizations to create a holistic view of each customer and deliver personalized experiences across channels. <p>Shreesha Jagadeesh, Associate Director of Applied Machine Learning, BEST BUY</p>	<p>Security by Design in the Age of AI: Building Resilient Systems from the Ground Up</p> <ul style="list-style-type: none"> Integrating Security into AI Development: Explore best practices for embedding security into every stage of AI development, ensuring that AI-driven solutions are not only innovative but also secure by design. Proactive Threat Mitigation: Learn how AI can be leveraged to predict and mitigate security threats in real-time, enhancing the resilience of systems against emerging cyber risks. 	<p>Reimagining the Workforce: Engaging a New Generation of Talent</p> <p>Data driven Insights on how to design employee experiences that resonate with today’s workforce, fostering engagement, retention, and a sense of purpose across all levels of the organization</p> <p>Stacey Force, Board of Advisors, GPS EDUCATION</p>	<p>Marketing Attribution Modeling: Understanding the Impact of Marketing Channels on Sales Performance</p> <ul style="list-style-type: none"> The role of data-driven insights in guiding marketing investment decisions and optimizing channel allocation strategies Discuss how organizations can use real-time data analytics to track key performance metrics, monitor campaign effectiveness, and iterate on attribution models based on changing market dynamics and customer behaviors, ensuring that marketing efforts remain aligned with business goals and objectives <p>Beverly Wright, PHD, CAP, Academic Program Director, Data Science & AI, THE UNIVERSITY OF GEORGIA</p>

		<p>Esmond Kane, Chief Information Security Officer, STEWARD HEALTH CARE</p>		
<p>11:15</p>	<p>Harnessing Data-Driven Solutions for ecommerce Success: A Deep Dive into AI and Performance Analytics <i>Insights into how data analytics can be used to fine-tune eCommerce platforms, from improving content management to enhancing onsite advertising. Learn best practices for using advanced analytics to make informed decisions that directly impact sales and customer experience</i></p> <p>Edward Loessi, Senior Manager, eCommerce Technology and Performance Analytics, AHOLD DELHAIZE</p>	<p>Cybersecurity Governance and Risk Management: Building Resilience in the Face of Evolving Threats</p> <ul style="list-style-type: none"> Establishing comprehensive cybersecurity governance frameworks to guide organizational policies, procedures, and decision-making processes The role of governance in setting strategic objectives, defining risk appetite, and ensuring alignment with regulatory 	<p>People Analytics: Using Data Insights to Drive HR Strategy and Decision-making</p> <ul style="list-style-type: none"> The role of people analytics in HR strategy and decision-making, including workforce planning, performance management, and employee engagement, to optimize organizational effectiveness and productivity Insights into how HR can use data analytics to track employee performance, identify high-potential talent, and tailor learning and development programs to individual needs, driving continuous improvement and career growth 	<p>Sales Forecasting and Pipeline Management: Predicting Revenue with Accuracy and Confidence</p> <ul style="list-style-type: none"> The importance of leveraging historical sales data, market trends, and customer insights to develop data-driven sales forecasts Discuss how organizations can use CRM systems and sales analytics tools to gain real-time visibility into their sales pipelines

		requirements and industry standards Thomas Shola, Chief Risk & Privacy Officer, NORTHERN BANK	Westie Magnuson, Chief People Officer, CORNEL'S PLUMBING, HEATING & AIR	
11:45	LUNCH			
1:15	<p>CX Metrics That Matter Customer Analytics: Understanding Consumer Behavior and Enhancing Customer Experience to drive loyalty</p> <ul style="list-style-type: none"> Explore the concept of customer journey mapping and its role in understanding consumer behavior across various touchpoints. Discuss how organizations use data analytics to identify pain points, 	<p>Implementing Strategies to Safeguard Sensitive Information</p> <ul style="list-style-type: none"> Strategies for identifying and categorizing sensitive data assets based on their level of confidentiality, integrity, and regulatory requirements The role of encryption and data masking techniques in protecting sensitive information both at rest and in transit <p>Rose Lally, Chief Information Security</p>	<p>Workforce Planning in the Digital Age</p> <ul style="list-style-type: none"> How organizations can analyze historical workforce data, market trends, and business projections to anticipate skill gaps, succession needs, and workforce demand in the digital age Insights into how HR departments can use data-driven insights to identify high-potential successors for critical roles, assess readiness gaps, and develop targeted development plans to groom future leaders and ensure organizational continuity 	<p>Driving Growth with Data-Driven Marketing: Strategies for Modern Sales Leaders</p> <ul style="list-style-type: none"> Harnessing Data for Targeted Campaigns: Explore how to leverage data analytics to create highly targeted and personalized marketing campaigns that resonate with today's consumers and drive sales growth. Aligning Sales and Marketing for Success: Learn strategies for fostering collaboration between sales and marketing teams, ensuring data-driven insights are effectively used to optimize customer acquisition and retention efforts

	<p>opportunities, and moments of truth in the customer journey</p> <p>Laura Woolley, Global Consumer Marketing, BOSE</p>	<p>Officer, Vice President, Governance & Controls, ALTISOURCE</p>		<p>Gunjan Aggarwal, Executive Director, Data Strategy & Marketing Data Solutions, NOVARTIS</p>
<p>1:45</p>	<p>Voice of the Customer (VoC) Analytics: Predictive Customer Support: Proactively Addressing Customer Needs with Data-driven Insights</p> <ul style="list-style-type: none"> • Predictive customer support and its role in proactively addressing customer needs and issues before they escalate • How can organizations collect and integrate diverse data sources to gain a comprehensive understanding of 	<p>Emerging challenges in Identity Access Management</p> <ul style="list-style-type: none"> • The evolving role of AI in cybersecurity, • The journey towards ISO27001 certification <p>Kevin Medeiros, Vice President, Senior Information Security Risk Officer, WORKERS CREDIT UNION</p>	<p>Insights into the future of AI and the workforce</p> <p>Insights into the MIT Sloan Management Review on how AI is revolutionizing the workforce, but is it a good thing?</p> <p>Sam Ransbotham, Artificial Intelligence and Business Strategy, MIT SLOAN MANAGEMENT REVIEW</p>	<p>Customer Journey Mapping and Optimization: Improving Sales and Marketing Effectiveness Across Touchpoints</p> <ul style="list-style-type: none"> • How can organizations leverage customer data, segmentation techniques, and marketing automation to tailor content, messaging, and offers to individual preferences and behaviors • Leveraging customer data to segment their audience, identify unique preferences and needs, and deliver tailored content, messages, and offers at each stage of the journey <p>John Giaquinto, Vice President of Loyalty, Personalization & Analytics, RITE AID</p>

CDAO Fall 2024
October 15-17, 2024

	the voice of the customer Lauren Gardener, Senior Manager, Voice Of Customer Strategy, STASH			
2:15	Conclusion			