Experience the forefront of data innovation at [CDAO Frankfurt 2024 on](#) October 30th at Le Méridien Frankfurt! Dive deep into a world where top data professionals and industry leaders gather to share exclusive insights, groundbreaking strategies, and the latest advancements in Data, Analytics and AI.

- Step into the relaxed ambiance of our discussion format, where friendly conversations akin to living room chats create an inclusive and engaging experience, encouraging active participation from all attendees.
- Interact, connect, and effortlessly discover suitable business partners. Cultivate valuable relationships and carry on the conversation beyond our platform.
- Prepare to ride the crest of the data revolution, embarking on a journey that will leave you inspired, empowered, and equipped with knowledge.
- Gain exclusive insights from industry experts on Data Governance, Integration Strategies, Advanced Analytics, Data Privacy, Ethics, and emerging trends in augmented analytics.
- Explore topics such as Data Lineage, Predictive Modelling, Data Security, Ethics in AI, and emerging technologies like explainable AI and self-service analytics platforms.

Get in touch with the Conference Producer for this event via monika.dincheva@coriniumgroup.com

Confirmed Speakers:
Udo Würtz, *Chief Data Officer -* **FUJITSU**
Andreas Merentitis, *VP Data / Chief Data Officer Europe -* **OLX**
Franziska Eickhoff, *Chief Data & Analytics Officer (DACH) -* **L'OREAL**
Dinto Jose, *Vice President – Merchant Solutions -* **DEUTSCHE BANK**
Matthias Ernst, *Global Head of Group Data & AI Strategy -* **MERCK GROUP**
Thilo Schneide*r, Chief Data Scientist* **– FRAPORT AG**
Sandeep Murali, *Director, Data Excellence* - **MUNDIPHARMA**
Evgeni Hasin, Head of Data & Analytics – **AUTODOC**
Stefan Kühn, *VP Data & AI* – **AIR UP**
Ricardo Rodrigues, *Head of Data Governance -* **STELLANTIS GROUP**
Felix Wenzel, *Head of Data Engineering and Strategy* – **ERGO GROUP**
Rafał Wojdan, *Director of Data Science -* **RYVU THERAPEUTICS**
Andrei Duchko, *Director Data and Analytics -* **GOSTUDENT**
Joachim Schaper, *Head of AI and Big Data* – **Porsche Engineering Services GmbH**
Aleksejs Plotnikovs, Founder of **chiefdata.ai**, and former Lead of Data & AI Strategy at **Microsoft**

Jesse Rothenberg, *Head of Data & Insights Unit* – **ABLETON**
Vinoth Kannan, *Head of Data Management* - **ZF GROUP**
Alexander Borek, *Director of Data Analytics* - **ZALANDO**
Praveen Rajkumar, *Head of Data Infrastructure* – **ZALANDO**
Sebastian Smerat, Head of Data-driven Organization - **THYSSENKRUPP MATERIALS SERVICES**
Dr. Pankaj Kumar Mishra, *Head of Data Science* - **DISH DIGITAL SOLUTIONS (METRO AG)**
Efrem Ghebru, *Senior Manager Digital Transformation - Data & Analytics Excellence* – **ENBW**
Saurabh Goyal, *Product Manager* - **COMMERZBANK**
Vladimir Novotny, *Director of Group Strategic Risk Management*- **HOME CREDIT**
Spiros Apostolou, E*ngagement Director* – **UNIT8**
Marcin Pietrzyk, *CEO* –**UNIT 8**
Essam Elhalhuli, *Head of Solution Consulting, EMEA* - **COURSERA**
Alex Dean, *Co-Founder & CEO*- **SNOWPLOW**
Tizian Kronsbein, *Head of DAIN Academy* – **DAIN STUDIOS**

30th October, Thursday CDAO Frankfurt 2024	
08:00 – 08:45	*Registration & Coffee in the Exhibition Area*
8:45 - 8:55	**Chair's Opening Remarks** Aleksejs Plotnikovs, Founder of **chiefdata.ai**, and former Lead of Data & AI Strategy at **Microsoft**
8:55- 9:00	**Speed Networking – Making new connections at CDAO Frankfurt!** 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	**Presentation: Ethical AI and the Impact of Explainable AI on Business Trust** The beauty industry thrives on creativity, innovation, and trust. At L'Oréal Groupe, we believe ethical AI is key to unlocking new possibilities while upholding these values. Generative AI is already enhancing our customer experiences, driving sustainability efforts, and boosting operational efficiency. But, as we embrace this new frontier, explainability is paramount. In this keynote, Franziska Eickhoff, Chief Data & Analytics Officer for the DACH region at L'Oréal, will highlight the challenges and opportunities of ethical AI, focusing on L'Oréal's commitment to responsible AI practices – from

	safeguarding customer data to empowering our employees through upskilling initiatives. Let's dive in and discover how ethical AI is shaping the future of beauty. Franziska Eickhoff, *Chief Data & Analytics Officer (DACH)* - **L'OREAL**
09:30 - 10:15	**Panel Discussion: Turning Insights into Action: Does Data-Driven Change Deliver?** • How can we identify and prioritize which data to bring under governance when dealing with vast amounts of data? • What are the challenges of regulatory compliance when applying data governance, and how can we navigate them? • How can we enable versatile governance strategies to serve as a vehicle for tailored data accessibility? • What strategies can be employed to break up data silos across business units and accelerate data-led decision-making? • How can we achieve strong data governance by aligning stakeholder engagement with business culture and maturity? Moderator: Marcin Pietrzyk, *CEO* –**UNIT 8** Sandeep Murali, *Director, Data Excellence* – **MUNDIPHARMA** Praveen Rajkumar, *Head of Data Infrastructure* – **ZALANDO** Thilo Schneider*, Chief Data Scientist* **– FRAPORT AG** Jesse Rothenberg, *Head of Data & Insights Unit* – **ABLETON**
10:15 - 10:45	**Presentation: Private GPT: The Killer App** Discover how Private GPT is revolutionizing the way organizations handle data and AI. This presentation explores the transformative potential of Private GPT as the ultimate application for businesses and public institutions. Learn about its unparalleled data security features, which ensure complete sovereignty over your information, and its powerful customization capabilities that tailor AI solutions to specific organizational needs. We'll delve into real use case demonstrating significant efficiency gains and innovative applications. Additionally, witness a live demo showcasing its practical benefits and get a sneak peek into the future with our development roadmap. Join us to see why Private GPT is truly the killer app for today's data-driven world. Udo Würtz, *Chief Data Officer* **FUJITSU**
10:45 - 11:15	*Mid-Morning Coffee & Networking in the Exhibition Area*
	TRACK A: Cross-industry	**TRACK B:** Financial Services

11:15-11:45	Presentation: Building the customer data flywheel	Presentation: Breaking Down Data Silos: How Home Credit Unified Global Operations
	In 2024 it is not enough to collect data and generate analytics - the most ambitious enterprises are assembling a "data flywheel", where data is turned into operational decisions, followed by action which in turn generates more data, feeding and accelerating the flywheel. In this talk Alex Dean, CEO and co-founder of Snowplow, will introduce the concept of data flywheels, first popularized by Jensen Huang, before talking specifically about customer-orientated flywheels. Alex will propose a 'crawl-walk-run' approach to transform from prescriptive analytics through to predictive ML and finally to the AI agentic future. Alex Dean, *Co-Founder & CEO-* SNOWPLOW	Join us for an in-depth keynote on how Home Credit/Embedit, a global leader in consumer finance, transformed its data infrastructure using Keboola's to overcome the challenges of data silos, inconsistent governance, and security concerns. By implementing a data mesh architecture, Home Credit/Embedit enabled finance teams to access unified, real-time data, enhancing their ability to perform comprehensive analytics and research. This session will explore the methodologies and best practices that facilitated this transformation, driving operational efficiency and strategic decision-making across nine countries. *Takeaways:* • Seamless Data Integration: Discover how Home Credit's/Embedit's data mesh architecture enabled finance teams to integrate and access real-time data from diverse sources effortlessly. • Enhanced Governance and Security: Learn about the implementation of robust governance frameworks ensuring compliance and data protection. • Real-Time Analytics: Understand how automation facilitated instant access to data, enhancing the ability to perform timely and accurate analytics. • Scalable Transformation: Explore the scalable, incremental approach that allowed continuous improvements and adaptation to evolving business

		needs. Vladimir Novotny, *Director of Group Strategic Risk Management*- **HOME CREDIT**
11:45 – 12:15	**Presentation: Unlocking the Future with GenAI at OLX: Driving Customer Experience and Business Value** At OLX we leverage GenAI to improve our customers' experiences and generate business value. As different use cases have different time to maturity expectations, we approach our investment in this area as a portfolio of GenAI use cases, some of which are already in production, while some others will reach maturity in the coming quarters: • Product Experience Innovation is about applying GenAI-enabled use cases in our existing products and user journeys. Many of those use cases are already live and drive business value, for example reducing the time to post a new ad by as much as 50% in some of our categories. • GenAI Platform and Services, aims to build the platform (abstraction layers and APIs to different LLM providers) to make widespread adoption of GenAI possible, as well as transversal GenAI services that can be customised in different and integrated in the customer-facing apps. • Disruptive Innovation. Targets to explore the more far out, disruptive GenAI applications that have the potential to transform how our business works.	**Presentation: Future of Financial Services in the AI era** Three areas AI going to transform the financial services inside- out. • Customization and Predictive Banking: Highly customized financial products and predictive banking services that anticipate customer needs. • Risk Management: Intelligent automated risk management for internal risk and external risk. • Operational Transformation: Reducing redundant workloads and cost reduction Dinto Jose, *Vice President – Merchant Solutions* - **DEUTSCHE BANK**

	For each of those streams we will share lessons learned, success stories related to improvement of customer experience across several use cases (already validated at scale with A/B tests with millions of users), and next steps. Andreas Merentitis, *VP Data / Chief Data Officer Europe* - **OLX**	
12:15 - 12:45	Presentation: True stories of Data Governance: From Metadata Management to Revenue Magic Data Governance isn't an easy program to land at an enterprise, as it often being perceived like fighting for controls and enforcement function. In contrary, Aleksejs Plotnikovs will share 4 true-to-life stories where we turned daily use cases in the company to position Data Governance as the source of Metadata compliance, data excellence in Sales & Marketing, true analytical insights enabler and, finally, even as a revenue generator - by opening a new profitable business line. Aleksejs Plotnikovs, Founder of **chiefdata.ai**, and former Lead of Data & AI Strategy at **Microsoft**	Presentation: Data Strategy and Data Governance in the Era of GenAI What powers OpenAI's ChatGPT and other "intelligent" chatbots such as Claude from Anthropic or Google Gemini are distinct Large Language Models (LLM). Despite their impressive capabilities, there are some fundamentals to be considered along the way, especially if you plan a deployment in the financial sector. There are differences compared to classical Machine Learning (ML), but also similarities. If organizations embark on the GenAI adventure in blind faith and without careful planning, they may well waste a lot of effort and become no better than average. Only those, who get their RAG-architectures right and make proper use of unique data assets will succeed and benefit from competitive advantages. Felix Wenzel, *Head of Data Engineering and Strategy* – **ERGO GROUP**
12:45 – 14:00	*Lunch & Networking in the Exhibition Area*	
	TRACK A	TRACK B
14:00-14:45	*Discussion group A*: How Do You Measure the Benefits of Data & Analytics Transformation? • In what ways has data and analytics transformation	*Discussion group B:***Why Is Data Democratisation So Challenging, and What Can We Do About It?**

	improved operational efficiency within organizations? • How have data-driven tools and processes affected employee productivity? • How can improvements in customer experience and satisfaction be quantified following a data and analytics overhaul? • How do businesses align their analytics initiatives with strategic business objectives to maximize long-term value? Moderator: Spiros Apostolou, Engagement Director - **UNIT8** Sandeep Murali, *Director, Data Excellence* – **MUNDIPHARMA** Matthias Ernst, *Global Head of Group Data & AI Strategy* - **MERCK GROUP** Alexander Borek, *Director of Data Analytics* - **ZALANDO**	• What successes and challenges have organisations encountered in data democratisation? • How can we train individuals to become data-driven, from newcomers to leaders? What incentives are most effective, and how do teams interpret "being data-driven"? • What role should data functions play in supporting transformation across the organisation? • How can we involve stakeholders at all levels, such as leadership and specific business domains, in the democratisation journey? • How should we assess the effectiveness and impact of our data democratisation efforts? Moderator: Tizian Kronsbein, *Head of DAIN Academy* – **DAIN STUDIOS** Rafał Wojdan, *Director of Data Science* - **RYVU THERAPEUTICS** Stefan Kühn, *VP Data & AI* **AIR UP** Andrei Duchko, *Director Data and Analytics* - **GOSTUDENT**

14:45- 15:15	**Presentation: Strategic Skill Development: Driving Innovation and Value in the Data-Driven Enterprise by Building Critical Skills for tomorrow** • Unveiling Global and Regional Skill Rankings: Discover the latest insights from our Global Skill Report, highlighting the top business, tech, and data science skills crucial for maintaining a competitive edge in Europe. • Emerging Tech Skills and Growth Trends: Gain an understanding of the year-over-year growth in emerging tech skills, with a focus on Generative AI, and learn how these trends are shaping the future workforce. • Effective Learning Pathways: Learn about the preferred learning pathways for in-

	demand roles, and how to implement impactful learning programs that drive innovation and value within your organization. Essam Elhalhuli, *Head of Solution Consulting, EMEA* - **COURSERA**
15:15 - 15:45	**Panel Discussion: How Should You Structure Your Data for Better Analytics?** • How can organizations implement modern data architectures that accommodate real-time analytics and large-scale data processing? • What are the most effective types and sources of data (first-party, second-party, third-party) to collect for improving analytics accuracy and how should these data types be structured for optimal use? • With the increasing amount of data sources and types, what are the key challenges in integrating diverse data streams, and how can organizations overcome them to create a unified view? • How should data be structured and prepared to leverage predictive analytics effectively? Moderator: Evgeni Hasin, Head of Data & Analytics – **AUTODOC** Ricardo Rodrigues, *Head of Data Governance* - **STELLANTIS GROUP** Vinoth Kannan, *Head of Data Management* - **ZF GROUP** Stefan Kühn, *VP Data & AI* – **AIR UP**
15:45 - 16:15	*Afternoon Tea & Networking in the Exhibition Area*
16:15- 16:45	**Panel Discussion: Creating an Agile & Transferable Foundational Framework for Data Governance** • How to identify and prioritise which data to bring under governance when dealing with vast amounts of data • Navigating the challenges of regulatory compliance with applying data governance • Enable versatile governance strategies as a vehicle for tailored data accessibility • Break up data silos across business units and accelerate data-led decision making • Achieve strong data governance by aligning stakeholder engagement with businesses culture and maturity Moderator: Vinoth Kannan, *Head of Data Management* - **ZF GROUP** Sandeep Murali, *Director, Data Excellence* – **MUNDIPHARMA** Ricardo Rodrigues, *Head of Data Governance* - **STELLANTIS GROUP** Sebastian Smerat, Head of Data-driven Organization - **THYSSENKRUPP MATERIALS SERVICES**

16:45-17:15	**Presentation: AI-Driven Excellence: Transforming Fraport's Operations for the Future** This presentation will explain how Fraport is leveraging Artificial Intelligence (AI) to ensure operational efficiency and secure future growth. We will discuss the strategic AI@Fraport initiative, which contributes to operational excellence and supports daily tasks, as well as innovative solutions in noise complaint management and the automatic handling of loading crews that optimize processes and enhance the customer experience. Additionally, we will highlight FraportGPT as an example of how generative AI can be utilized effectively. Thilo Schneide*r, Chief Data Scientist* FRAPORT AG
17:15-18:00	**Panel Discussion: Riding the Wave of the Generative AI Revolution in 2024 and Beyond** **BUY-IN:** How to start Gen AI initiatives with the board and the business units? What is the ROI? Solving one business case with a clear focus on ROI. **REAL-IMPACT:** After securing the mandate, how do we move beyond PoC to a real pilot that drives business KPIs and RoI? **AI-EDUCATION:** How do we educate business managers and technical developers so they can effectively and responsibly use AI tools and solutions? **EU-AI-ACT**: How do data leaders address the EU AI ACT and ensure that it is not blocking progress on AI Adoption but also insuring the secure solution? Moderator: Dr. Pankaj Kumar Mishra, *Head of Data Science -* DISH DIGITAL SOLUTIONS (METRO AG) Saurabh Goyal, *Product Manager –* COMMERZBANK Joachim Schaper, *Head of AI and Big Data –* Porsche Engineering Services GmbH Alexander Borek, *Director of Data Analytics –* ZALANDO
18:00-18:05	**Chairs Closing Remarks** Aleksejs Plotnikovs, Founder of **chiefdata.ai**, and former Lead of Data & AI Strategy at **Microsoft**
18:05 - 19:00	*Networking drinks and Prize Draw*
19:00	END OF THE CONFERENCE