



17-18 APRIL, 2024

CDAO Germany

Putting Data at the Heart of Business, Driving Value in Uncertain Times

Dive headfirst into the data realm like never before at [CDAO Germany 2024 on April 17th and 18th in Munich](#) at NH Munich OST Conference Center! Immerse yourself in a data-driven wonderland, where data aficionados come together to unlock the secrets of success.

- 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 remarkable journey that will leave you inspired, empowered, and equipped with priceless 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

Speakers Confirmed:

Micheline Casey, *SVP and Chief Data & Analytics Officer* – **SIEMENS ENERGY**

Sanda Ivankovic, *Group Chief Data Officer* - **ALLIANZ**

Ole Vollertsen, *VP Data & AI Engineering and Platforms* - **DHL**

Marc Maenner, *Head of Data Transformation Office* - **BMW GROUP**

Markus Rotter, *Head of Data Science and Software Development* –**VODAFONE**

Aleksejs Plotnikovs, *EMEA Lead, Data Governance, Analytics and AI* – **MICROSOFT**

Anita Pacher, *Head of Cyber, Data & New Opportunities* – **MUNICH RE**

Vladyslav Prytula, *Head of Applied Data Science* – **ZOOPLUS**

Ronald Root, *Head of Data and Analytics* – **VAN OORD**

Michael Brüdgam, *Head of Data Analytics* – **ENERCON**

Dr. Andreas Hamprecht, *CIO/ CDO* - **DEUTSCHE BAHN**

Bartosch Andreas Pliszek, *Head of Data Analytics & AI Strategist* - **BSH HOME APPLIANCES GROUP**

Speakers Invited:

Fabian Winter, *Group Chief Data Officer* - **MUNICH RE (GROUP)**

Pascal Borst, *Chief Data Officer* - **HELLA**

Dr. Michael Zimmer, *Chief Data Officer* - **ZURICH GRUPPE DEUTSCHLAND**

Walid Mehanna, *Chief Data & AI Officer* - **MERCK GROUP**

Daniel Maly, *Head of Google Data Analytics / BI / Generative AI for Automotive and Manufacturing* - **GOOGLE**

Anabel Almagro, *Group Chief Data Officer* - **DEUTSCHE BANK**

Markus Frowein, *Global Head of Data Protection / Chief Privacy Officer* - **RWE**

Michelle Wu, *Chief Digital Data & Technology Officer*- **BRENNTAG**

Dr. Birte Mössner, *Head of Data Compliance* - **DAIMLER AG**

Gergana Moravenova, *Chief Data Officer Office, AI Solutions & Data Insights* - **COMMERZBANK AG**

DAY ONE

CDAO Germany 2024

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| 08:00 – 08:40 | <i>Registration & Coffee in the Exhibition Area</i> |
| 8:40 - 8:50 | Speed Networking – Making new connections at CDAO Germany! During this 10-minute networking session, the aim of the game is to go and meet two people you don't already know. Have fun! |
| 08:50 - 09:00 | Chair's Opening Remarks |
| 09:00 - 09:30 | Opening Keynote – The Future of Data and Analytics Ready for a deep dive into what's coming next in the world of data? Join us for a straight talk on the next big things in data and analytics. Forget the old script; we're here to discuss real, tangible shifts in how data is being crunched, shared, and used to make decisions. From innovative number-crunching techniques to the very latest in technology, get ready to explore the practical, exciting developments that are setting the stage for the future. |
| 09:30 - 10:00 | Is Your Data Secure in the Era of Generative AI? Navigating the exciting yet challenging world of Generative AI, you might wonder, "Is my data really safe?" This session aims to shed light on just that. It's a deep dive into not only securing your data but doing so effectively in the fast-paced realm of AI. You'll gain practical insights into managing and safeguarding your data lifecycle, tailored specifically to the unique needs of Generative AI. If you're curious about keeping your data secure amidst the AI revolution, this talk is poised to guide you through the complexities with practical solutions and strategies. It's a must-attend for anyone invested in the future of data security in the AI landscape. |
| 10:00 - 10:30 | Riding the Wave of Advanced Analytics Marvels and Big Data Wonders Join us for a captivating session tailored just for leaders like you. This your personal guide into the world of data-driven decision-making. Imagine unlocking new levels of foresight and precision in your strategies, diving deep into the insights that big data offers, and steering your organization to success with confidence. This talk is an intimate look at the power behind analytics and big data, designed to empower you, the decision-maker. Prepare to be inspired, informed, and ready to transform your approach to business with the most advanced tools at your disposal. This is your moment to lead with vision and knowledge. |
| 10:30 - | <i>Mid-Morning Coffee & Networking in the Exhibition Area</i> |

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| 11:00 | | |
| 11:00-11:45 | <p style="text-align: center;">TRACK A:</p> | <p style="text-align: center;">TRACK B:</p> |
| 11:45 – 12:15 | <p>Discussion Group A: How can you build a seamless culture of data literacy and leadership to achieve unstoppable business success?</p> <ul style="list-style-type: none"> • What training methods are user-friendly and encourage effective data interpretation among all team members? • How can organizations nurture a leadership mindset that recognizes data as a strategic asset? • Why is it essential to change the perception of data, ensuring accessibility for everyone, not just analysts? • What is the significance of seamlessly combining data literacy and leadership to foster innovation and propel business growth? <p>Strategies for Crafting a Value-Centric and Ethical Framework in Data and Analytics</p> <p>This session delves into crafting a value-driven and ethical data and analytics strategy. Focused on the burgeoning challenges posed by Big Data and AI, it scrutinizes privacy issues and presents practical methods for ensuring ethical data treatment throughout the analytics lifecycle. Attendees will discover frameworks that prioritize value creation while maintaining ethical standards, offering universal insights applicable across industries for navigating the evolving landscape of data and analytics responsibly.</p> | <p>Discussion Group B: Building Consumer Trust through Ethical AI Adoption</p> <ul style="list-style-type: none"> • In the pursuit of establishing consumer trust, what strategies can organizations adopt to guarantee transparency and clarity in their AI systems? • Given the growing scrutiny on data practices, how can companies ensure the ethical use of data and compliance with regulations? • What measures can be implemented to successfully address bias and discrimination in AI systems? • How do you balance the call for transparency in systems with the need to safeguard proprietary information and maintain a competitive edge? <p>Presentation: Revolutionizing Traditional Industries: Emphasizing the Critical Role of a Robust Data Foundation and Effective Change Management</p> <ul style="list-style-type: none"> • Unveiling the Power of Tradition: Exploring the strengths of established industries and how data can amplify these advantages. • Demystifying Data Foundations: Breaking down the process of constructing a robust data infrastructure within traditional sectors. • Striking the Balance: Strategies for harmonizing value creation initiatives with the establishment of a data-centric culture. • Case Studies in Transformation: Real-world examples showcasing how data can revolutionize traditional industry practices. • Navigating Challenges: Addressing common hurdles and misconceptions when implementing data-driven approaches in legacy sectors. <p>Ronald Root, <i>Head of Data and Analytics</i> VAN OORD</p> |

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| 12:15 - 12:45 | <p>How Does the Cloud and Data Fabric Era Impact Your Analytics Systems?</p> <p>The cloud has completely transformed the way organizations approach data, analytics, and AI. Now, the rapid adoption of the data fabric concept is changing how businesses plan and structure their data ecosystems. In our session, we'll explore how leading organizations are adjusting their current analytics setups to make the most of new technologies. We'll also delve into what makes an optimal design for modern analytics ecosystems in the cloud. Join us as we discuss these crucial topics and their impact on the future of data management and analytics.</p> | <p>How Can You Set the Stage for Mastering AI and Machine Learning in Your Business?</p> <p>We'll delve into the pivotal realm of mastering AI and ML for business success. A dynamic discussion on the intricacies of a robust data strategy, ensuring optimal dataset utilization, and steering clear of scattered stacks. We'll tackle the challenges of scaling data infrastructure seamlessly, all while emphasizing the collaborative efforts among ML practitioners. Join us for an engaging conversation as we decode the essentials, offering insights crucial for navigating the ever-evolving business landscape.</p> |
| 12:45 – 14:00 | <i>Lunch & Networking in the Exhibition Area</i> | <i>Private Networking Lunch by Fivetran</i> |

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| 14:00-14:30 | <p>Enhancing Your Company's Abilities and Market Presence: A Guide to Transforming Through Augmented Analytics</p> <ul style="list-style-type: none"> • Unlock the power of augmented analytics for your organization's growth, market standing, and overall readiness. • Discover the game-changing features of augmented analytics tools. • Spot and evaluate crucial trends that organizations shouldn't overlook. • Prepare your organization to fully leverage the potential of augmented analytics. • Take practical steps now to keep your data and analytics leadership ahead of the curve. | |
| 14:30 - 15:00 | <p>Mastering Real-Time Data: How Analytics Can Revolutionize Your Business Success</p> <p>This session delves into the pivotal role of real-time data and transformative analytics in optimizing business processes and driving sustained financial success. As industries become increasingly dynamic, the ability to swiftly extract actionable insights from data has become a cornerstone for organizations aiming to stay competitive. Attendees will gain valuable insights into leveraging cutting-edge analytics tools to make informed decisions, enhance operational efficiency, and ultimately boost the bottom line.</p> | |
| 15:00 - 15:30 | <p>Fireside chat: Decoding the Agile Enigma – Is Your Organization Authentically Agile or Simply Aspiring to Be?</p> <ul style="list-style-type: none"> • How can organizations navigate the thin line between genuinely embracing Agile principles and merely aspiring to be Agile, considering the dynamic nature of the business landscape? • In what ways do industry leaders identify and overcome the challenges associated with implementing Agile methodologies, ensuring a seamless transition towards authenticity? • What role does organizational culture play in determining the success of Agile transformation, and how can leaders cultivate an environment that fosters true agility? • As Agile methodologies continue to evolve, how can companies adapt and innovate their approach to stay ahead in an ever-changing business ecosystem, while ensuring authenticity in their Agile practices? | |
| 15:30 - 16:15 | <i>Afternoon Tea & Networking in the Exhibition Area</i> | |
| 16:15 - 16:45 | EU's Data Dance: Connecting Privacy, Governance, Ethics, and Security | |

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| | <p>The EU is actively implementing complex legislation connecting Data Governance, Privacy, Cybersecurity, and Ethics, posing challenges for data professionals. This session explores the risks of duplication and legal uncertainty and examines whether there's a coherent plan or a regulatory vacuum, impacting European businesses' competitiveness.</p> <ul style="list-style-type: none"> • Overview of evolving EU data governance, privacy, security, and ethics laws. • Risks and challenges for data professionals. • Exploration of emerging trends to support efficient compliance with new regulations. |
| 16:45 – 17:15 | <p>Building Growth and Delighting Customers: How to Create a Data Mesh Architecture That Works Wonders</p> <p>This session delves into the dynamic realm of constructing a resilient Data Mesh Architecture, addressing the evolving landscape of data management within the context of the current industry trends and market dynamics. By exploring actionable strategies, we guide participants in unlocking the transformative potential of decentralized data ecosystems. This not only fosters heightened organizational agility and scalability but also fuels innovation, ultimately leading to lasting business success and elevated customer satisfaction. Against the backdrop of industry challenges and market demands, we illuminate the strategic significance of embracing Data Mesh as a paradigm shift in data management, positioning organizations for sustained growth and competitive advantage.</p> |
| 17:15 - 17:30 | Chairs Closing Remarks |
| 17:30 - 18:30 | <i>Ice-Breaker Reception and Networking</i> |
| 18:30 | END OF DAY ONE |

DAY TWO CDAO GERMANY 2024

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| 08:00–08:40 | <i>Registration & Coffee in the Exhibition Area</i> |
| 8:40 - 8:50 | <p>Speed Networking – Making new connections at CDAO Germany!</p> <p>During this 10-minute networking session, the aim of the game is to go and meet two people you don't already know. Have fun!</p> |
| 08:50 - 09:00 | Chair's Opening Remarks |

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| 09:00-09:30 | <p>From Summit to Source: Sculpting the Perfect Data Management Strategy</p> <p>Dive into the world of data management strategy with us as we unveil an approach that starts from the initial idea and goes all the way down to the practical execution. This journey involves revamping the coordination of data flows, storage methods, and accessibility, all while keeping in tune with the direction of organizational goals. Join us in this adventure that promises to transform raw data into a masterpiece of creativity, full of efficiency and enlightening discoveries.</p> <ul style="list-style-type: none"> ● How can data management strategy be creatively optimised from the top-down? ● What key factors are involved in harmonising data flows, storage, and accessibility? ● Why is aligning data management with organisational goals essential for efficient strategy implementation? | |
| 09:30-10:00 | <p>When Culture Skills and Leadership Walk into a Data Bar: A Tale of Enterprise Transformation</p> <ul style="list-style-type: none"> ● How do culture, skills, and leadership synergize to drive successful enterprise transformation in the dynamic realm of data management and analytics? ● In the context of data-driven decision-making, what specific skills and competencies are essential for individuals and teams, and how can organizations cultivate them effectively? ● What role does leadership play in shaping a data-centric culture within an enterprise, and what strategies can leaders employ to foster a mindset that prioritizes data-driven insights? ● As technology and data landscapes evolve, what challenges and opportunities arise in the journey of enterprise transformation, and how can organizations navigate this data-driven terrain with agility and innovation? | |
| 10:00-10:30 | <p>Navigating Digital Transformation for Sustainable Success through Innovative Practices and Long-Term Strategies</p> <p>In today's rapidly evolving digital landscape, organizations are increasingly reliant on data to inform decision-making and drive innovation. However, implementing a successful data strategy is only part of the equation. To truly derive long-term value, it's crucial to understand how to maintain and evolve your data strategy over time. This session delves into the background of data-driven decision-making, offering insights into the challenges organizations face in sustaining effective data strategies and providing actionable solutions to ensure continued success.</p> | |
| 10:30-11:00 | <p><i>Mid-Morning Coffee & Networking in the Exhibition Area</i></p> | |
| 10:30-11:15 | <p style="text-align: center;">TRACK A:</p> <p><i>Discussion Group B: Tackling Talent Hurdles in the Analytics Spectrum</i></p> <ul style="list-style-type: none"> € In the rapidly evolving field of data analytics, how do you ensure your team stays ahead in terms of skills and expertise? € What challenges have you faced in recruiting skilled data professionals, and how have you overcome them? € How do you foster a positive and growth-oriented work culture that encourages talent retention? € How does your team stay abreast of emerging trends, and how do you integrate this knowledge into your workflow? | <p style="text-align: center;">TRACK B:</p> <p><i>Discussion Group A: How to Best Build Agility in Data Governance Strategies?</i></p> <ul style="list-style-type: none"> € Why do companies still find it challenging to establish a framework for data ownership and accountability? € What challenges have you identified in building your organization's capabilities for governance frameworks? € How do you recognize and prioritize which data should be brought under governance? € What is necessary to utilize data governance and stewardship models to integrate data-driven decision-making? |

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| 11:15-11:45 | <p>Can Pioneering Data Products Empower CDAOs in Igniting Data Monetization?</p> <p>In this talk, we're going to chat about how businesses are making money from their data. By 2026, more than half of them are planning to get serious about it. We'll focus on the key role of Chief Data and Analytics Officers (CDAOs) in leading this change. We'll discuss how they can team up with different parts of the business to create valuable data products and find new ways to make money for the whole company. So, join us as we talk about where things are now, where they're going, and the smart moves being made to profit from data.</p> | <p>How Does AI Drive Real Value for Your Business?</p> <p>Executive leadership is increasingly pushing for AI adoption in businesses. As data professionals, it's your responsibility to determine when AI is the solution. Where in your business can AI bring the most value? While the rush to embed AI in tools is ongoing, the key is focusing efforts on high-value areas. Explore how AI can support your organization, frame it through a value lens, and gain tools and examples for effective communication with executive leadership.</p> |
| 11:45-12:15 | <p>What's the Current Landscape? A Closer Look at the State of Data Management</p> <p>Navigating the current data landscape feels like hosting a party with ecosystems, fabric, and ops excellence – everyone's there, but they're not mingling! This session takes a closer look at the state of data management. We'll unravel the latest trends, offering guidance to D&A leaders to craft strategies that aren't just momentary successes but are poised to become the future chart-toppers in the ever-evolving world of data management.</p> | <p>Data and Analytics Governance: What are the Essential Foundations and Future Trends?</p> <p>Achieving success in data and analytics requires smart governance, yet many organizations use outdated methods that lead to failure. In this session, we'll chat about the essential basics of data and analytics governance to tackle today's challenges and have some fun exploring the future trends shaping success.</p> |
| 12:15-14:00 | <i>Lunch & Networking in the Exhibition Area</i> | |
| 14:00-14:30 | <p>Navigating Interoperability and Data Integration in a Multisystem Business Environment</p> <p>In an era where businesses leverage diverse and disparate systems to meet their operational needs, the challenges of data interoperability and integration have become increasingly complex. This session will delve into the intricacies of navigating this multifaceted landscape, exploring strategies and solutions to address the hurdles associated with connecting and harmonizing data across a myriad of systems.</p> | |
| 14:30-15:00 | <p>Data Literacy in Action: Success Stories from Diverse Industries</p> <ul style="list-style-type: none"> • Peek into the healthcare crystal ball, where smart algorithms predict personalized breakthroughs. • Cruise the financial waves with clever data models, turning risks into strategic wins. • Join the tech revolution, where user experiences get a facelift with smart data insights. • Master data literacy, the key to decoding industry puzzles at Data and Analytics. | |
| 15:00-15:30 | <i>Afternoon Tea & Networking in the Exhibition Area</i> | |
| 15:30-16:00 | <p>Navigating a Data-Driven Enterprise: Beyond Tools and Procedures</p> <p>Leading a data-driven organization requires more than technology and processes; an effective data analytics team is essential to ensure technology and processes are adopted, and best practices are used to maximize the value of data.</p> | |

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| | <p>To address the challenge of a talent shortage in analytics, strategic building of a data analytics team is crucial for long-term success. Begin by understanding how data and analytics integrate into your business operations, identify roles and functions, and recognize talent gaps to build an efficient team.</p> <p>This session will explore decentralized, centralized, and hybrid operating models, as well as key roles and functions within a data analytics team. Tailored to your organization's specific needs, resources, and capabilities, it provides insights to develop an effective team aligned with business goals.</p> |
| 16:00-16:10 | Chairs Closing Remarks |
| 16:10 | END OF DAY TWO |