



29-30 APRIL, 2025

# CDAO Germany

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

Germany's data and analytics landscape is evolving rapidly, driven by stringent regulations, ambitious sustainability goals, and the relentless pace of technological innovation. At [CDAO Germany 2025](#), join a community of forward-thinking leaders tackling these challenges head-on with practical strategies and fresh ideas tailored to the German market.

## Two Tailored Tracks for Today's Data & Analytics Challenges

### Track A: Leadership and Strategic Data Transformation

- Aligning data strategies with Germany's regulatory environment, including GDPR and the EU AI Act.
- Building high-performing teams in a competitive talent market.
- Accelerating digital transformation in legacy industries like manufacturing and finance.

### Track B: Data Innovation and Operational Excellence

- Scaling AI/ML solutions to optimise efficiency across the value chain.
- Bridging the gap between legacy infrastructure and modern platforms.
- Leveraging data to meet Germany's sustainability and ESG targets.

## New 2025 Formats for a Fresh Perspective

- **Workshop: Navigating AI Regulations—Obstacle or Opportunity?**  
Explore the practical impacts of the EU AI Act on innovation and strategy, with insights from German leaders who are paving the way.
- **Interactive Roundtable: How can effective data management accelerate and drive digital transformation?**
- **Expert Ask-Me-Anything: AI Ethics and Data Privacy**  
Get answers from leading experts on the ethical implications of AI and navigating data privacy concerns.

*\*Get in touch with the Conference Producer for this event via [monika.dincheva@coriniumgroup.com](mailto:monika.dincheva@coriniumgroup.com)*

### Confirmed Speakers:

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

- Elizabeth Press, *Deputy Chief Digital Officer* – **Center for Hybrid Electric Systems Cottbus (CHESCO)**
- Sandeep Murali, *Global Director of Data Excellence and Business Analytics* -**MUNDIPHARMA**
- Barbara Engerer, *Head of Data and Analytics - Vice President Global Digital Services* - **BSH HOME APPLIANCES GROUP**
- Francesco Di Costanzo, *CEO* – **JAJA FINANCE**
- Divya Bokaria, *Director of Data and Analytics* – **ZATTOO**
- Dr.-Ing. Susan Wegner, *Head of Global Data and AI* - **ALLIANZ**
- Gareth Far, *Head of Data Science and AI* – **UNICREDIT**
- **Michael Brüdgam**, *Head of Division Center of Excellence-* **ENERCON**
- Mark Zakhvatkin, *Director AI & Data* - **IU GROUP**
- Alexander Yasnogor, *VP of Data* - **FINN**
- Alexander Woellwarth-Lauterburg, *Vice President of AI* - **Rhapsody Media Group**
- Dominik Müller, *Head of Advanced Analytics* - **Allianz Commercial**
- Tim Renner, *Head of Business Analytics* - **KROMI Logistik GmbH**
- Valeriy Arsentyev, *Head of Data* - **HUMANOO**
- Dr. Christian Essling, *Global Head of Data and AI* – **E. ON Technology**
- Sebastian Schwarz, *Head of Data & AI – Customer Solutions* - **E. ON Technology**
- Maximilian Ehrlich, *Director Data & Insights* – **TONIES**
- Olga Ivina, *Global Head of Data Science Engineering* – **MICROSOFT**
- Marcin Nizinski, *Head of IT Audit and Data Analytics in Assurance* – **SIEMENS ENERGY**
- Pier Martin, *Vice President, Data and Analytics* - **ZEAL Network SE**
- Aleksejs Plotnikovs, *Founder of **chiefdata.ai**, and former Lead of Data & AI Strategy at **Microsoft***
- Jesse Rothenberg, *Head of Data & Insights Unit* – **ABLETON**
- Saru Malhotra, *Team Lead Data and Analytics Strategy* – **mobile.de**
- Shyam Arumugaswamy, *Data Engineer* - **UNITE**
- Stella Cabrera, *Member Services* – **EDM Council**
- Guillaume Bodet, *Chief Product Officer* - **ACTION**
- Andrew Spires, *EMEA Data Integrity Lead* – **TRICENTIS**
- Charlotte Evans, *Global Director Customer Advocacy* - **COURSERA**
- Rudi Bauer, *CEO* –**INFRAFIN**
- Hendrik Steinbach, *Senior Associate & Lead Data Scientist* -**neXDos**

## DAY ONE

### CDAO Germany 2025

08:00 – 08:45	<i>Registration &amp; Coffee in the Exhibition Area</i>
8:45 - 8:50	<b>Chair’s Opening Remarks</b> Stella Cabrera, <i>Member Services</i> – <b>EDM Council</b>
08:50 - 09:00	<b>Speed Networking – Making new connections at CDAO Germany!</b>  During this 5-minute networking session, the aim of the game is to go and meet two people you don't already know. Have fun!

<p>09:00 - 09:30</p>	<p><b>Presentation: The BSH data organisation – and what our socks reveal about us!</b></p> <p>In a world driven by data, the way organizations manage and structure their information can make or break their success. Discover why mastering data management isn't just a technical necessity—but the key to unlocking scalable, business-transforming AI</p> <p>Barbara Engerer, <i>Head of Data and Analytics - Vice President Global Digital Services - BSH HOME APPLIANCES GROUP</i></p>
<p>09:30-10:00</p>	<p><b>Presentation: Data Analytics: Commercial Opportunities enhanced through Data Partnerships</b></p> <ul style="list-style-type: none"> <li>• Unlocking New Revenue Streams: Explore how data partnerships can identify untapped markets and customer segments, driving new business opportunities.</li> <li>• Enhancing Decision-Making: Demonstrate how collaborative data analytics improves accuracy and speed in strategic decision-making, leading to better business outcomes.</li> <li>• Innovative Solutions and Services: Highlight the development of new products and services through shared data insights, fostering innovation and competitive advantage.</li> </ul> <p>Gareth Far, <i>Head of Data Science and AI – UNICREDIT</i></p>
<p>10:00 - 10:30</p>	<p><b>Presentation: Data Contracts - Governance by Design</b></p> <p>Data management is evolving, shaped by the decentralisation of data ownership, increasing demands for high-quality data, and the growing role of AI in driving insights and innovation. Traditional, centralised approaches often fall short in meeting organisational needs for speed, accessibility, and scalable data solutions. At the heart of this transformation lies the concept of data contracts—a practical and effective method for managing data with precision and agility, while ensuring it is fit for both operational use and AI-driven applications.</p> <p>Guillaume Bodet, <i>Chief Product Officer - ACTIAN</i></p>
<p>10:30 - 11:00</p>	<p><i>Mid-Morning Coffee &amp; Networking in the Exhibition Area</i></p>
<p>11:00-11:30</p>	<p><b>Presentation: Transforming your Data and Technical Teams through Skills Based Learning</b></p> <p>Join Coursera for an insightful session with Charlotte Evans, Director of Global Customer Advocacy, where she will explore the transformation towards skills-based organizations and how to infuse skills into talent management for your data and technical teams. Charlotte will share how some of the world's best learning teams are working with their business leaders on skill development, including measurement frameworks, skills taxonomies, and culture change. She will then offer specific recommendations for how you can help your organization further its objectives by becoming skills based. Don't miss this opportunity to gain valuable insights and strategies to empower your organization's talent development initiatives.</p> <p>Charlotte Evans, <i>Global Director Customer Advocacy – COURSERA</i></p>

11:30 –  
12:00-

**Presentation: Foundation for (Gen)AI: Data that enables your analytics Journey**

With the advent of cloud computing and (Gen)AI, the breaking point of most use cases is not computational power or modelling accuracy, but the data which is used as basis for predictions. Data Accessibility and Quality are starting points, but beyond that, there is more that you need to ensure to unlock powerful insights. In this talk, I will discuss some of the learnings running analytics for a global line of business, where hands- on problems meet strategy execution at scale, with a particular focus on how different teams need to work together to realize an AI vision.

Dominik Müller, *Head of Advanced Analytics - Allianz Commercial*

**Track A:  
Leadership and Strategic Data Transformation**

**Track B:  
Data Innovation and Operational Excellence**

12:00 -  
12:30

**Presentation: Turning Data Strategy into Operational Reality: A Journey of Strategic Enablement**

A data strategy looks great on paper, but bringing it to life for real business impact? That's where the real challenge begins. This presentation details our company's practical journey in tackling that challenge, establishing and operationalizing our data strategy with real-world experiences, including early failures and key learnings.

We will explore the core components of our approach, focusing on strategic orchestration via program and change management, building a robust data enablement framework, and implementing clear metrics to measure success. You'll learn how we created structures to empower teams alongside central units, hear about our significant wins, gain practical tips for operationalizing data strategy, and get a glimpse into our future plans.

Saru Malhotra, *Team Lead Data and Analytics Strategy – mobile.de*

**Presentation: Applications of Agentic AI in Enterprise: Lessons Learned**

Agentic AI is undoubtedly one of today's hottest topics, yet practical examples of its real-world impact on enterprise operations remain scarce. In this insightful session, Mark Zakhvatkin will share concrete examples of how IU International University of Applied Sciences leverages agentic AI to enhance product development and streamline internal processes. Mark will also discuss scenarios where an agentic approach proved less effective, highlighting the current boundaries of its applicability. Join this engaging talk to discover valuable lessons and actionable insights from IU's experience that can be directly applied to your own organization!

Mark Zakhvatkin, *Director AI & Data - IU GROUP*

12:30 –  
13:30

Lunch & Networking in the Exhibition Area

13:30-  
14:15

### Discussion group: How Can Organizations Win in a Data Driven World?

- Why is it essential to build a reliable data foundation?
- What is required to achieve a reliable data foundation?
- How can traditional organizations overcome the inertia of legacy systems to become data driven?
- What role do leadership and culture play in driving long-term data success?

Andrew Spires, EMEA Data Integrity Lead – **TRICENTIS**  
Olga Ivina, *Global Head of Data Science Engineering* – **MICROSOFT**  
Dr. Andreas Hamprecht, *CIO/CDO* – **DEUTSCHE BAHN**

### Workshop: Navigating AI Regulations—Obstacle or Opportunity?

What You'll Learn:

- AI Regulatory Landscape: Key regulations and their impact on businesses.
- Compliance Strategies: Effective ways to ensure your AI initiatives meet regulatory standards.
- Opportunities in Compliance: Leveraging regulations for innovation and competitive advantage.
- Implementation Tips: Practical advice for integrating compliant AI solutions.

Workshop Outline:

1. Introduction: Overview of AI regulations and their significance.
2. Regulatory Landscape: Key regulations and their implications.
3. Compliance Strategies: Practical approaches and shared experiences.
4. Opportunities in Regulation: How compliance can drive innovation.
5. Implementation Tips: Best practices for compliant AI solutions.

How You Can Participate:

- No preparation needed!
- Share your experiences and insights.
- Join discussions and ask questions.
- Consider regulatory opportunities for your industry.

Aleksejs Plotnikovs, Founder of **chiefdata.ai**, and former Lead of Data & AI Strategy at **Microsoft**

Alexander Woellwarth-Lauterburg, *Vice President of AI - Rhapsody Media Group*

14:15-  
14:45

### Presentation: The Real Challenge in Analytics: It's Not the Technology, It's the People

- DA Team Success Factors

### Presentation: Speeding up the wind industry by data & AI

The wind industry is on its fast way to higher automation via AI and better decision making due to market demands.

	<ul style="list-style-type: none"> <li>• Competency Development</li> <li>• Working with Principles</li> </ul> <p>Marcin Nizinski, <i>Head of IT Audit and Data Analytics in Assurance</i> – <b>SIEMENS ENERGY</b></p>	<p>Ten years ago, planning and optimizing a wind farm with many wind turbines was a rather manual task with long lead times. Today it is possible within minutes. This talk focuses on the enormous rate of change within processes as well as costs and highlights explicitly the cultural mindset change in this former traditional industry.</p> <p>Michael Brüdgam, <i>Head of Division Center of Excellence-</i> <b>ENERCON</b></p>
14:45 - 15:15	<i>Afternoon Tea &amp; Networking in the Exhibition Area</i>	
15:15 - 16:00	<p><b>Panel Discussion: Creating Metrics That Matter: Driving Decision-Making with Data</b></p> <ul style="list-style-type: none"> <li>• How do we identify the most relevant metrics that align with our business objectives?</li> <li>• What best practices can we use to ensure our metrics are actionable and drive decision-making?</li> <li>• How can we effectively communicate the importance and impact of these metrics to stakeholders?</li> <li>• What are common pitfalls in metric creation and how can we avoid them to ensure data accuracy and relevance?</li> </ul> <p>Moderator: Pier Martin, Vice President, <i>Data and Analytics</i> - <b>ZEAL Network SE</b></p> <p>Marcin Nizinski, <i>Head of IT Audit and Data Analytics in Assurance</i> – <b>SIEMENS ENERGY</b>  Jesse Rothenberg, <i>Head of Data &amp; Insights Unit</i> – <b>ABLETON</b>  Maximilian Ehrlich, <i>Director Data &amp; Insights</i> – <b>TONIES</b>  Michael Brüdgam, <i>Head of Division Center of Excellence-</i> <b>ENERCON</b></p>	
16:00- 16:30	<p><b>Presentation: AI, Gen-AI, Agentic-AI: From Innovation to Industry Revolution</b></p> <p>Dr. Andreas Hamprecht, <i>CIO/CDO</i> – <b>DEUTSCHE BAHN</b></p>	
16:30- 17:00	<p><b>Panel Discussion: From Data to Decisions: Aligning Strategy with Business Goals</b></p> <ul style="list-style-type: none"> <li>• How can organizations ensure their data strategy is effectively aligned with their overall business objectives?</li> <li>• What are the common pitfalls organizations face when their data strategy does not align with their business strategy, and how can these be avoided?</li> <li>• What role does data governance play in aligning data strategy with business goals, and what are the best practices for implementing it?</li> <li>• How can organizations measure the impact of data-driven initiatives on their business performance, and what metrics should be used?</li> </ul> <p>Moderator: Saru Malhotra, <i>Team Lead Data and Analytics Strategy</i> – <b>mobile.de</b></p> <p>Pier Martin, Vice President, <i>Data and Analytics</i> - <b>ZEAL Network SE</b>  Maximilian Ehrlich, <i>Director Data &amp; Insights</i> – <b>TONIES</b></p>	
17:00- 17:15	<p><b>Chairs Closing Remarks</b></p> <p>Stella Cabrera, <i>Member Services</i> – <b>EDM Council</b></p>	
17:15- 18:15	<i>Networking Drinks Reception</i>	
18:15	<b>END OF DAY ONE</b>	

## DAY TWO CDAO GERMANY 2024

08:20 – 08:50	<i>Registration &amp; Coffee in the Exhibition Area</i>
8:50 - 8:55	<b>Chair's Opening Remarks</b> Stella Cabrera, <i>Member Services</i> – EDM Council
08:55 - 09:00	<b>Speed Networking – Making new connections at CDAO Germany!</b>  During this 5-minute networking session, the aim of the game is to go and meet two people you don't already know. Have fun!
09:00- 09:30	<b>Panel Discussion: How Can We Supercharge Data Teams with Optimal Structures?</b>  This session will explore how organisations can design and structure data teams to maximise efficiency, innovation, and strategic alignment. Key discussions will include: <ul style="list-style-type: none"> <li>• Balancing regulatory compliance, data security, and business agility through robust governance frameworks.</li> <li>• Integrating AI and machine learning capabilities within data teams to drive innovation and maintain competitive advantage.</li> <li>• Leveraging advanced data architectures and technologies (e.g., data lakes, data warehouses, and cloud platforms) to scale operations and enable data-driven decision-making.</li> <li>• Fostering a culture of data literacy and continuous improvement, ensuring employees at all levels are empowered to leverage data effectively.</li> </ul> <p>Moderator: Aleksejs Plotnikovs, Founder of <b>chiefdata.ai</b>, and former Lead of Data &amp; AI Strategy at <b>Microsoft</b></p> <p>Olga Ivina, <i>Global Head of Data Science Engineering</i> – MICROSOFT Jesse Rothenberg, <i>Head of Data &amp; Insights Unit</i> – ABLETON</p>
09:30- 10:00	<b>Presentation: Balancing innovation &amp; governance - infrastructure for data teams in finance</b>  Financial data teams operate in an environment where agility and innovation must align with strict governance and compliance requirements. Establishing the right infrastructure is essential to maximize efficiency while ensuring security and regulatory adherence.  This talk explores how organizations can design governance frameworks that protect data assets without hindering business agility, leverage modern data architectures (data lakes, warehouses, and cloud solutions) to scale effectively, and facilitate seamless transitions from research to production. Insights will be drawn from building a quantitative investment infrastructure from the ground up, addressing key challenges such as high availability, versioning, real-time data access, and compliance.  By examining strategies that balance security with flexibility, this session provides practical takeaways for designing IT-safe,

	<p>governance-aligned setups. Additionally, the discussion will highlight how collaborative platforms, and structured workflows can enhance efficiency across infrastructure and development processes.</p> <p>Rudi Bauer, <i>CEO –INFRAFIN</i>  Hendrik Steinbach, <i>Senior Associate &amp; Lead Data Scientist -neXDos</i></p>
10:00-10:30	<p><b>Expert Ask-Me-Anything: Driving Profitable Data Strategy and Cyber-Resilience in Regulated Industries</b></p> <p>Join an interactive session with a seasoned leader at the intersection of strategy, finance, data, and cybersecurity. With extensive experience driving growth and digital transformation across sectors—including digital business, Industry 4.0, the public sector, blue chips, and scale-ups—this expert will share practical guidance on leveraging data strategically, aligning with compliance requirements, and strengthening cyber-resilience.</p> <p><i>Key Focus Areas: Data-driven ROI, data strategy in regulated industries, cyber-resilience, digital transformation, AI-driven innovation, and the socio-economic impact of digital business models.</i></p> <p>Elizabeth Press, <i>Deputy Chief Digital Officer – Center for Hybrid Electric Systems Cottbus (CHESCO)</i></p>
10:30-11:00	<p><i>Mid-Morning Coffee &amp; Networking in the Exhibition Area</i></p>
11:00-11:30	<p><b>Presentation: Profitable AI: How to Ensure AI Investments Drive Business Growth</b></p> <p>AI investments must serve business goals, not the other way around, to drive growth and competitiveness. Organizations need to directly link their data strategy with business objectives to achieve sustained profitability. The presentation demonstrates how combining strategic alignment with organizational maturity enables AI profitability scaling across companies of any size, whether public or private.</p> <p>Elizabeth Press, <i>Deputy Chief Digital Officer – Center for Hybrid Electric Systems Cottbus (CHESCO)</i></p>
11:30-12:00	<p><b>Presentation: Empowering Product Teams with Data: Building a Self-Service Analytics Culture</b></p> <p>Self-service analytics can be a game-changer for product teams, helping them move faster and make better decisions without relying on data specialists. Divya Bokaria has done exactly that at ZATTOO, setting up analytics events, tools, and training to put data directly in the hands of product teams. In this session, she'll share her experiences and key takeaways.</p> <ul style="list-style-type: none"> <li>◇ <b>Turning Data into Action</b> – How she heled built the right setup to help teams make informed, data-driven decisions.</li> <li>◇ <b>Breaking Down Barriers</b> – Making data accessible and usable without creating bottlenecks.</li> </ul>



	<p>◇ <b>From Insight to Impact</b> – Real examples of how self-service analytics helped product teams iterate faster and drive growth.</p> <p>Divya Bokaria, <i>Director of Data and Analytics - ZATTOO</i></p>
<p>12:00-12:30</p>	<p><b>Panel Discussion: From Insights to Impact – The Realities of Data-Driven Transformation</b></p> <ul style="list-style-type: none"> <li>• How do organisations determine which datasets require governance when faced with an overwhelming volume of information?</li> <li>• What are the key hurdles in maintaining regulatory compliance during governance initiatives, and how can these be effectively managed?</li> <li>• In what ways can adaptable governance models promote tailored and secure access to data across diverse business needs?</li> <li>• What practical steps can dismantle data silos between departments to drive faster, more informed decision-making?</li> <li>• How can aligning data governance efforts with organisational culture and stakeholder priorities strengthen governance frameworks?</li> </ul> <p>Moderator: Stella Cabrera, <i>Member Services – EDM Council</i>  Dr.-Ing. Susan Wegner, <i>Head of Global Data and AI – ALLIANZ</i>  Alexander Yasnogor, <i>VP of Data – FINN</i>  Mark Zakhvatkin, <i>Director AI &amp; Data - IU GROUP</i></p>
<p>12:30-13:45</p>	<p><i>Lunch &amp; Networking in the Exhibition Area</i></p>
<p>13:45-14:15</p>	<p><b>Panel Discussion: How Can Data-Driven Decision Making Propel Business Transformation and Sustainability?</b></p> <ul style="list-style-type: none"> <li>• How to use data analytics to optimize operations and drive cost efficiencies</li> <li>• Aligning business strategies with sustainability objectives using data insights</li> <li>• Ethical data use, transparency, and governance in decision-making</li> <li>• Overcoming common challenges in implementing data-driven strategies in complex industries</li> </ul> <p>Moderator: Stella Cabrera, <i>Member Services – EDM Council</i>  Dr. Christian Essling, <i>Global Head of Data and AI – E. ON Technology</i>  Francesco Di Costanzo, <i>CEO – JAJA FINANCE</i>  Valeriy Arsenyev, <i>Head of Data - HUMANOO</i></p>
<p>14:15-14:45</p>	<p><b>Panel Discussion: Data as a Revenue Driver: Unlocking Commercial Value in the Digital Economy</b></p> <ul style="list-style-type: none"> <li>• What strategies can organizations adopt to identify and monetize untapped data assets while maintaining compliance with GDPR and other regulations in the German market?</li> <li>• How can businesses create scalable data products or services that deliver value to external customers and internal stakeholders without compromising operational efficiency?</li> </ul>

	<ul style="list-style-type: none"> <li>• What role do emerging technologies like AI, IoT, and predictive analytics play in transforming raw data into profitable revenue streams across industries such as manufacturing and finance?</li> <li>• How can organizations balance data monetization efforts with ethical considerations and customer trust to ensure long-term commercial success?</li> </ul> <p>Moderator: Aleksejs Plotnikovs, Founder of <b>chiefdata.ai</b>, and former Lead of Data &amp; AI Strategy at <b>Microsoft</b>  Sebastian Schwarz, <i>Head of Data &amp; AI – Customer Solutions</i> - <b>E. ON Technology</b>  Tim Renner, <i>Head of Business Analytics</i> - <b>KROMI Logistik GmbH</b></p>
14:45-15:30	<p><b>Roundtable: How can effective data management accelerate and drive digital transformation?</b></p> <ul style="list-style-type: none"> <li>• What are the core principles of effective data management?</li> <li>• How can robust data management practices speed up digital transformation initiatives?</li> <li>• In what ways can data management enhance decision-making and drive business innovation?</li> <li>• What strategies can overcome common challenges in data management?</li> </ul> <p>Sandeep Murali, <i>Global Director of Data Excellence and Business Analytics</i> –<b>MUNDIPHARMA</b>  Shyam Arumugaswamy, <i>Data Engineer</i> - <b>UNITE</b></p>
15:30-15:45	<p><b>Chairs Closing Remarks</b>  Stella Cabrera, <i>Member Services</i> – <b>EDM Council</b></p>
15:45	<p><b>END OF DAY TWO</b></p>