

19 NOVEMBER, 2024

CDAO Nordics



Join Nordic's Most Senior Data Leaders to Demonstrate the Practical Impact of Data & Analytics in Your Business

CDAO Nordics brings together your data & analytics community for a day of learning, networking and collaboration. Whether you are new to data & analytics or a seasoned leader, you will leave our event with insights and takeaways that will carry you and your team through the rest of the year.

WHAT'S NEW FOR THIS EDITION?

1. **Solve shared problems** with like-minded attendees through our interactive sessions
2. **Hear from expert speakers** to discover the latest advancements and trends in Data & Analytics
3. **AI and Innovation-** Bring positive change to your business with innovation, AI and creativity
4. **Develop your leadership skills** with insights into the solutions needed to deal with the most pressing challenges
5. **Transform Data Strategies** with AI and Digital Innovations

CDAO Nordics 2024 Key themes:

- The Strategic Value of Data in the Age of Artificial Intelligence
- The Convergence Point in Digital, Data and AI
- Overcoming Data Silos to Build and Empowering Cross-functional Teams
- Developing the Next Generation of Data Leaders
- Modernizing Data Governance to Increase Agile Decision-Making

Confirmed Speakers:

Charlotte Jansson, *Chief Data Officer*, **INISSION**
Rakesh Rana, PhD, *Head of Data*, **HAYPP GROUP**
Luba Weissmann, *AI Director*, **EPIROC**
Jonas Blomqvist, *Head of Analytics & Data*, **SAS - SCANDINAVIAN AIRLINES**
Joel Nygårds, *Global Chief Data Officer (act)*, **ERICSSON**

Jeff Chen, *Chief Data Scientist / Director*, **AIRA**
Mehrdad Mamaghani, *Head of Data Science*, **VOLVO GROUP DIGITAL & IT**
Mikael Held, *Head of Data & Analytics Platforms*, **ERICSSON**
Kjetil S. Kalager, *VP Data and Insight*, **FREMTIND INSURANCE**

Murat Acar, PhD, *Data & Machine Learning Leader*, INGKA GROUP | IKEA
 Samuli Pöntinen, *Senior Data Strategist*, ARKED
 Erica Campbell, *Global Consumer Data & Advanced Analytics Director*, ELECTROLUX
 Krzysztof Saniak, *IT Solution Architect*, SII

Chris Pedersen, *Chief Technology Officer and Partner*, FRANKLY
 Andy Spires, *EMEA Lead*, TRICENTIS DATA INTEGRITY

CDAO NORDICS 2024 Tuesday, November 19, 2024	
08:00 CET	<i>Registration & Breakfast</i>
08:50 CET	<i>Chairperson's Opening Remarks</i> Murat Acar, PhD, <i>Data & Machine Learning Leader</i> , INGKA GROUP IKEA
09:00 CET	Opening Keynote: Exploring the Challenges and Potential of Generative AI to Empower Data Leaders <ul style="list-style-type: none"> Investigate the challenges of training and validating generative AI models, ensuring that it produces realistic and reliable results that align with the desired data distribution Balancing innovation with data privacy – Ensuring ethical use and responsible AI deployment Evaluate the possible impact of generative AI on various data-driven tasks Joel Nygårds, <i>Global Chief Data Officer (act)</i> , ERICSSON
09:30 CET	The Convergence Point in Digital, Data and AI <ul style="list-style-type: none"> Rethinking data in the context of AI and digital Navigating regulations, privacy concerns, and biases to ensure responsible use of data and AI Empowering decision-makers to make informed choices and drive innovation through valuable insights from vast amount of data <i>Moderated by:</i> Andy Spires, <i>EMEA Lead</i> , TRICENTIS DATA INTEGRITY <i>Panelists:</i> Jeff Chen, <i>Chief Data Scientist / Director</i> , AIRA Luba Weissmann, <i>AI Director</i> , EPIROC Mikael Held, <i>Head of Data & Analytics Platforms</i> , ERICSSON Murat Acar, PhD, <i>Data & Machine Learning Leader</i> , INGKA GROUP IKEA
10:10 CET	Keynote Presentation: Accelerate Business Decision-Making by Leveraging the Capabilities of Data Governance & Master Data Management <ul style="list-style-type: none"> Establishing levels of governance around data Exploiting automation to improve data quality, accuracy & operational efficiency What's next? Dissecting where data governance is heading in the future & what this means for businesses Chris Pedersen, <i>Chief Technology Officer and Partner</i> , FRANKLY
10:40 CET	Overcoming Data Silos to Build and Empowering Cross-functional Teams <ul style="list-style-type: none"> Fostering a culture of collaboration and open data sharing Reduction in barriers to make data more accessible

	<ul style="list-style-type: none"> Implementing data integration practices, ensuring that data from various sources is consolidated into a unified view <p><i>Moderated by:</i> Murat Acar, PhD, <i>Data & Machine Learning Leader</i>, INGKA GROUP IKEA</p> <p><i>Panelists:</i> Charlotte Jansson, <i>Chief Data Officer</i>, INISSION Jonas Blomqvist, <i>Head of Analytics & Data</i>, SAS - SCANDINAVIAN AIRLINES</p>
11:20 CET	<i>Networking Break in the Exhibition Area</i>
11:50 CET	<p>With the Explosion in Data Continuing How can we Ensure Trusted Data Lands in the Hands of those that Need to Make Decisions on it?</p> <ul style="list-style-type: none"> With data constantly moving, changing and getting transformed how can we ensure it remains intact? Where are the gaps and why do organisations still have barriers to data confidence? What are the impacts on the business of corrupt data? Why is it essential to change the perception of data, ensuring accessibility for everyone, not just analysts? <p><i>Moderated by:</i> Andy Spires, <i>EMEA Lead</i>, TRICENTIS DATA INTEGRITY</p> <p><i>Panelists:</i> Krzysztof Saniak, <i>IT Solution Architect</i>, SII Kjetil S. Kalager, <i>VP Data and Insight</i>, FREMTIND INSURANCE</p>
12:30 CET	<p>Keynote Presentation: AI/GenAI Use Cases in Ecommerce</p> <p>Rakesh Rana, PhD, <i>Head of Data</i>, HAYPP GROUP</p>
13:00 CET	<p>Keynote Presentation: Linking Data Strategy to Business Strategy - How Data Projects can be Prioritized Based on their Potential Impact on Key Business Objectives</p> <ul style="list-style-type: none"> Strategies to generate revenue from data, such as through data products, services, insights, or a modern data- and analytics platform How a modern data infrastructure and technologies supports the business strategy Strategies and experience with fostering a culture where data is valued and used effectively by all employees <p>Kjetil S. Kalager, <i>VP Data and Insight</i>, FREMTIND INSURANCE</p>
13:30 CET	<i>Lunch & Networking Break in the Exhibition Area</i>
14:15 CET	<p>Keynote Presentation: Unlocking Tangible Value with Data Strategy - Case Yle, the Finnish Broadcasting Company</p> <ul style="list-style-type: none"> Understanding the data value creation process Identifying and prioritising high-value data initiatives Optimizing short-term wins and long-term data initiatives <p>Samuli Pöntinen, <i>Senior Data Strategist</i>, ARKED</p>
15:00 CET	<p>Keynote Presentation: Improving your Data Strategy to Empower Customer-Centric Analytics</p> <ul style="list-style-type: none"> Integrating data from various sources to create a unified customer view Leveraging data to deliver personalized experiences to customers across different channels Applying predictive models to anticipate customer needs <p>Erica Campbell, <i>Global Consumer Data & Advanced Analytics Director</i>, ELECTROLUX</p>

15:45 CET	<i>Networking Break in the Exhibition Area</i>
16:15 CET	<p>Keynote Presentation: Harnessing the Full Potential of AI to Boost Operational Efficiency & Customer Services</p> <ul style="list-style-type: none"> • Empowering decision-makers with AI-driven insights for more informed and timely decisions • Enhancing marketing campaigns with AI-powered tools for better targeting and engagement • Leveraging AI to deliver personalized recommendations and experiences based on customer data <p>Mehrdad Mamaghani, <i>Head of Data Science</i>, VOLVO GROUP DIGITAL & IT</p>
16:45 CET	<p>Discussion Group: Developing the Next Generation of Data Leaders</p> <ul style="list-style-type: none"> • Explore the key skills needed to become a successful and influential data leader • State-of-the-market analysis on why data leadership is a unique challenge • How data leaders should understand the alignment of data with organizational goals translating data insights into actionable strategies <p><i>Contributors:</i> Erica Campbell, <i>Global Consumer Data & Advanced Analytics Director</i>, ELECTROLUX Samuli Pöntinen, <i>Senior Data Strategist</i>, ARKED Mehrdad Mamaghani, <i>Head of Data Science</i>, VOLVO GROUP DIGITAL & IT Rakesh Rana, PhD, <i>Head of Data</i>, HAYPP GROUP</p>
17:30 CET	<i>Welcome Reception & End of Event</i>