

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, *Head of Data Science*, **H&M GROUP**
Jonas Blomqvist, *Head of Analytics & Data*, **SAS - SCANDINAVIAN AIRLINES**
MohammadReza Babaei, *Data Product Manager*,

Jeff Chen, *Chief Data Scientist / Director*, **AIRA**
Isabel Barroso-Gomez, *Chief Data Officer*, **SANTANDER CONSUMER BANK – NORDICS**
Mehrdad Mamaghani, *Head of Data Science*, **VOLVO GROUP DIGITAL & IT**
Mikael Held, *Head of Data & Analytics Platforms*, **ERICSSON**

CDAO NORDICS 2024 Tuesday, November 19, 2024

08:00 CET	<i>Registration & Breakfast</i>
08:50 CET	<i>Chairperson's Opening Remarks</i>
09:00 CET	<p>Opening Keynote: Exploring the Challenges and Potential of Generative AI to Empower Data Leaders</p> <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
09:30 CET	<p>The Convergence Point in Digital, Data and AI</p> <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 <p><i>Panelists:</i> Jeff Chen, <i>Chief Data Scientist / Director, AIRA</i> Luba Weissmann, <i>Head of Data Science, H&M GROUP</i> Mikael Held, <i>Head of Data & Analytics Platforms, ERICSSON</i> Murat Acar, PhD, <i>Data & Machine Learning Leader, INGKA GROUP IKEA</i></p>
10:10 CET	<p>Keynote Presentation: Accelerate Business Decision-Making by Leveraging the Capabilities of Data Governance & Master Data Management</p> <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
10:40 CET	<p>Overcoming Data Silos to Build and Empowering Cross-functional Teams</p> <ul style="list-style-type: none"> Fostering a culture of collaboration and open data sharing Reduction in barriers to make data more accessible Implementing data integration practices, ensuring that data from various sources is consolidated into a unified view <p><i>Panelists:</i> Charlotte Jansson, <i>Chief Data Officer, INISSION</i> Jonas Blomqvist, <i>Head of Analytics & Data, SAS - SCANDINAVIAN AIRLINES</i> MohammadReza Babae, <i>Data Product Manager, Digital Experience Organization - Digital Platform, ELECTROLUX</i></p>
11:20 CET	<i>Networking Break in the Exhibition Area</i>
11:50 CET	<p>How to Build an Efficient Organization in a Data Driven Culture</p> <ul style="list-style-type: none"> Ensuring that your organization has reliable data storage, processing, and retrieval systems

	<ul style="list-style-type: none"> • Enhancing data quality and accuracy • Fostering data literacy through training • Democratizing data and sharing insights across the organization 		
12:30 CET	<p>Keynote Presentation: Overcoming the Talent Gap in Data and Analytics and Promoting Diversity, Equity and Inclusion</p> <ul style="list-style-type: none"> • Initiatives for training existing employees in data and analytics skills • Best practices for recruiting top talent in data and analytics and creating an environment that encourages retention • Implementing training programs to help employees recognize and mitigate unconscious biases <p>Isabel Barroso-Gomez, <i>Chief Data Officer</i>, SANTANDER CONSUMER BANK – NORDICS</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"> • Examine ways to generate revenue from data, such as through data products, services, or insights • Discuss the role of modern data infrastructure and technologies in supporting business strategy • Strategies for fostering a culture where data is valued and used effectively by all employees 		
13:30 CET	<i>Lunch & Networking Break in the Exhibition Area</i>		
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	<ul style="list-style-type: none"> Utilizing analytics to predict customer churn and develop strategies to retain at-risk customers 	
15:45 CET	<i>Networking Break in the Exhibition Area</i>	
16:15 CET	<p>Discussion Group A: Maximizing the Impact of Data-Driven Initiatives through Collaboration and Partnership Building between Data and Analytics Teams</p> <ul style="list-style-type: none"> Discuss with your colleagues how to create a D&A practice that has common goals, is active and informal, but has an influence on the business Highlight the different team structures, the advantages of each and how to design them to align with business models Fostering a culture of shared knowledge, trust, and joint problem-solving <p><i>Contributors:</i> Rakesh Rana, PhD, <i>Head of Data</i>, HAYPP GROUP</p>	<p>Discussion Group B: As More People Rely on LLMs, the Amount of Original, Unique Content will Fall, Leading to more Generic and Homogeneous Results. Agree or Disagree?"</p>
17:00 CET	<p>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 	
17:40 CET	<i>Welcome Reception & End of Event</i>	