

Agenda

Monday, 13 May 2019: Pre-Conference Workshops Full Day 09:30 - 17:00

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| Smart MDM - a Best Practice Guide to Design and Implementation <i>Mike Ferguson, Intelligent Business Strategies</i> | | Bootstrap your Data Governance Programme <i>Jan Henderyckx, BearingPoint</i> | |
| Morning Workshops - 09:30 - 12:45 | | | |
| Using Data Profiling for Proactive Data Quality Improvement <i>David Plotkin, Director, Head of Metadata Services, MUFG Union Bank</i> | Data Governance 3.0 - Agile Data Governance: What You Need to Know <i>Malcolm Chisholm, First San Francisco Partners</i> | Artificial Intelligence for MDM in Practice – Basics, Use Cases, PoC System Demos and Lessons Learned <i>Thomas Geyer, Aleksandra Baumann & Dr. Faried Abu Zaid, Camelot Management Consultants AG</i> | Data Debt and other Key Metrics – Prove the Value of Your Data Management and Data Governance Programmes <i>John Ladley, Sonrai Solutions</i> |
| Afternoon Workshops - 13:45- 17:00 | | | |
| Data Quality as a Way of Life <i>Gerard Bartley, Manager Global Master Data, Jacobs Douwe Egberts & Ieva Langenfelde, Independent Data Consultant</i> | Leading 360 Customer Engagement and Compliance Best Practices <i>Mehmet Orun, Sr. Director, Product - Customer 360 Salesforce</i> | Successful Reference Data Governance and Management <i>Malcolm Chisholm, First San Francisco Partners</i> | Managing the Changes - How to Make Your Data Governance Programme Sustainable <i>John Ladley, Sonrai Solutions</i> |

Tuesday, 14 May 2019: Conference Day 1 & Exhibits

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| 09:00 - 09:10 | Data Governance Conference and MDM Summit Opening , <i>Jan Henderyckx, BearingPoint & Gerard Bartley, Jacobs Douwe Egberts</i> | | | | |
| 09:10 - 10:10 | Plenary Keynote: Challenges of Developing an Enterprise Data Marketplace <i>Rick van der Lans, R20/Consultancy</i> | | | | |
| | Data Governance | | Master Data Management | | Data Strategy |
| 10:40 - 11:25 | Data Governance in an Agile Environment <i>Guy Harvey, Systems and Data Lead, HS2</i> | Data Governance Roles <i>Dennis Slattery, EDMworks/Sandhill</i> | Real World Management of Data Assets – Move Beyond MDM by Mastering Life Cycles and Supply Chains <i>John Ladley, Sonrai Solutions</i> | The Role of Data Governance in Master Data Management <i>David Plotkin, Director, Head of Metadata Services, MUFG Union Bank</i> | Building the Foundations for Data Maturity. More than Just Bricks and Mortar <i>Douglas Silverstone, Head of Data, Analytics and Information Security, Metropolitan Thames Valley</i> |
| 11:30 - 12:15 | Good Data Hunting - 6 Elements of Successful Data Governance <i>Mark Taylor, Enterprise Data Architect, Primark</i> | Data Stewardship - Surviving the Perfect Storm <i>Jocelyn Sheriff & Ellie Fitzpatrick, PwC</i> | Data Architecture Models for MDM <i>Petter Larsen, Head of Enterprise Data Architecture, NETS</i> | How to Effectively Leverage Pre-Mastered Content from Third Party Data Sources for Your DG and MDM Initiatives <i>Scott Taylor, The Data Whisperer</i> | Towards the Information-Centric Culture: Dropping Barriers <i>Oleksii Khakhaliev, Auchan Retail Ukraine & Anna Ovchinnikova, Perfex Lab</i> |
| 12:15 - 13:45 | Networking Lunch, Exhibits & Perspective Sessions | | | | |
| 13:45 - 14:30 | Data Governance Keynote: World Class Data Governance - What it is, Why You Need it and How You Can Make it Work for You <i>Mark Allen, Head of Data Governance, Capital One</i> | | | MDM Keynote: AI & RPA for Next Generation MDM – a View Behind the Curtain and Lessons Learned From Experience <i>Thomas Geyer & Dr. Faried Abu Zaid, Camelot Management Consultants AG</i> | |
| 14:35 - 15:20 | The Impact of Culture and Maturity on Your DG Implementation <i>Ole Busk Poulsen, Head of Group Functions Information Architecture & Data Governance, Nordea</i> | Data Governance – The Journey from Theory to Practice <i>Lisa Bozek, Head of Information Management, Climate-KIC</i> | Greenfield Master Data Management – Back to Basics <i>Sherine Anis, Quovadis Business Solutions</i> | The Emerging Role of Artificial Intelligence and Machine Learning in MDM Implementations <i>Ashok Nayak, Managing Director, Analytics and Global MDM Lead, Accenture</i> | Managing the Complexity of Data Volume and Variety in a Fast Pace High-Tech Environment <i>Jeroen Vermunt, Domain Architect Data Governance, ASML</i> |
| 15:50 - 16:35 | Data Governance Across Government <i>Regine Deleu, Government Enterprise Architect, Department of Internal Affairs New Zealand</i> | DG Panel - What I Wish I had Known <i>Mike Simons, ComputerworldUK and Techworld, Joanne Biggadike, Metro Bank & Mark Wilson, Handelsbanken UK</i> | Ghetto MDM <i>Remo Biagioni, Head of Business Intelligence, TransUnion UK</i> | Howdens Joinery's Digital Journey; Powered by MDM <i>Andy Rollins, Solution Architect, Howdens Joinery & Sam Goss, Comma Group</i> | From Data to Insights - Building a Business Centric Data Strategy <i>Dana Julinschi, Master Data Governance & Projects Manager, FrieslandCampina</i> |
| 16:40 - 17:05 | Leveraging Data Stewardship: a Case Study in Petrobras <i>Dean Melo, Petrobras / University of Aberdeen</i> | Minority Report - A Veteran [Data] Professional's Advice From the Field <i>Mehmet Orun, Sr. Director, Product - Customer 360, Salesforce</i> | Regulated Information - Not So Common a Concept in MDM <i>Alicja Agnieszka Dys, Data Architect, European Chemicals Agency</i> | Multi Enterprise MDM <i>Henrik Liliendahl, Product Data Lake</i> | Linking MDM Strategy to Digital Transformation Strategy <i>Sachin Dhoble, Head of Data Management, Maersk Line</i> |
| 17:05 - 18:15 | Drinks Reception Sponsored by Comma Group and Exhibits | | | | |

Wednesday, 15 May 2019: Conference Day 2 & Exhibits

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| 09:00 - 10:00 | Plenary Keynote: Unified Data Delivery – Shortening Time To Value in a Digital Enterprise <i>Mike Ferguson, Intelligent Business Strategies</i> | | | | |
| | Data Governance | | Master Data Management | | Data Strategy |
| 10:30 - 11:15 | Consent Management for GDPR <i>Martin Oberhofer & Lars Bremer, IBM</i> | Our Digital Transformation: Data Governance as a Foundation for a True Data-Driven Enterprise <i>Karima Makrof, Data Governance Manager, Volvo Car Group</i> | Beating the Competition by Optimizing Product and Supplier Data Onboarding with MDM and DG <i>Allard Mes, MDM Consultant, Blocker & Alfred Kayser, Viqtor Davis</i> | Panel Discussion: The Future of MDM <i>Malcolm Chisholm, First San Francisco Partners</i> | The Impact of Culture on Data Change Initiatives – Don't Mistake Motion for Action <i>Kiran Gill, Head of Data Services & Operations, Data Lab, Lloyd's</i> |
| 11:20 - 12:05 | Finding Insight in the Spaghetti – a Case Study on How We Sorted Out Our Data <i>Claire O'Connell, Head of IT, Well Pharmacy</i> | Data Governance - For Compliant Innovation <i>Michael McMorrow, MMM Data Perspectives</i> | Data Migration Governance – a Neglected Area <i>Lars Oberink, Data Shepherd</i> | MDM as the Basis of Business Transformation | Redefining the Way We Think About Energy, Redefining the Way We Think About Data <i>Panagiotis Tsaknis, RES Group & Jane Morrison, Agile Solutions</i> |
| 12:05 - 13:35 | Networking Lunch, Exhibits & Perspective Sessions | | | | |
| 13:35 - 14:20 | Data Governance Keynote: How Do We Move from Governance to Value Generation <i>Adam Preston, SCIB Chief Data Officer, Santander Corporate and Investment Banking</i> | | | Data Strategy Keynote: HS2 - Delivering a High Speed Railway Using Data and Digital Technology <i>Robert Kirkwood, Chief Information Officer, HS2</i> | |
| 14:25 - 15:10 | Fake Governance <i>Gerard Bartley, Manager Global Master Data, Jacobs Douwe Egberts</i> | Implementing DG in Daily Operations in Copenhagen Properties and Procurement, Municipality of Copenhagen <i>Janni Conradsen, Head of Digitalisation, Municipality of Copenhagen & Lars Frederiksen, Strand & Donslund A/S</i> | MDM vs Governance Models <i>Petter Larsen, Head of Enterprise Data Architecture, NETS</i> | How to Build an MDM Strategy During the Digital Transformation Era <i>Yaniv Naor, Master Data Management Business Lead, HUGO BOSS</i> | The Data Diplomacy – a Key to Avoiding Data Governance Bureaucracy <i>Håkan Edvinsson, Informed Decisions Consulting AB</i> |
| 15:40 - 16:25 | Sustainable Data Governance? <i>Michael Bendixen, Data Governance Manager Grundfos</i> | Foundation of a Data-Driven University <i>Kim Setälä, Master Data Management Development Manager, Aalto University</i> | How Data Quality Boosted Corporate Performance Management <i>Bart-Jan van Dijk, Enterprise Data Steward, Evides, & Rolf Emmens, RGP</i> | Governing and Managing Semantics in Reference Data <i>Malcolm Chisholm, First San Francisco Partners</i> | What is Enough Data? <i>Liz Henderson, Associate Director, Global Data Governance Lead, Turner & Townsend</i> |
| 16:30 - 17:15 | Plenary Keynote Panel - Where Do We Go From Here? <i>Jan Henderyckx, BearingPoint & Gerard Bartley, Jacobs Douwe Egberts</i> | | | | |
| 17:15 - 17:25 | Conference Close <i>Jan Henderyckx, BearingPoint & Gerard Bartley, Jacobs Douwe Egberts</i> | | | | |

Thursday 16 May 2019: Post Conference Workshops 09:00 – 16:30

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| The Complete Guide to Data Stewardship <i>David Plotkin, Director, Head of Metadata Services, MUFG Union Bank</i> | Successful Implementation of a Master Data Management Programme <i>Malcolm Chisholm, First San Francisco Partners</i> | Data Governance – A Strategic Approach <i>Jon Evans, Equillian</i> |
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