

Monday 9th October 2023

Time	Track 1	Track 2	Track 3	Track 4	Track 5
09:30 - 12:45	<p><b>Modular Business Architecture In A Very Agile World</b></p> <p>Alex Romanov, Business Architect, Principal Consultant and President at Avrolabs</p> <p style="text-align: right;">Manage</p>	<p><b>Breaking Barriers, Building Bridges: An Introduction To And Overview Of Enterprise Architecture Management</b></p> <p>Morten Stender, Managing Partner at Staun &amp; Stender</p> <p>Sabrina Lyhne, Senior Management Consultant at Staun &amp; Stender</p> <p style="text-align: right;">Preside</p>	<p><b>Business Process Analysis, Design And Improvement</b></p> <p>Sasha Aganova, Managing Partner at Process Renewal Group</p> <p style="text-align: right;">Coach</p>	<p><b>Process Governance - The Art &amp; Practice Of Process Management</b></p> <p>Roger Tregear, Principal Advisor at TregearBPM</p> <p style="text-align: right;">Partner</p>	<p><b>Advancing EA Using The Open Group Standards: An Interactive Workshop</b></p> <p>Mark Dickson, Product Manager &amp; Director of Architecture Forum at The Open Group</p> <p>Daniel Hutley, Architecture Forum Director at The Open Group</p> <p style="text-align: right;">Mile</p>
13:45 - 17:00	<p><b>Utilising The Zachman Framework To Address Enterprise Challenges</b></p> <p>Cort Coghill, Director of Education at FEAC Institute</p> <p style="text-align: right;">Partner</p>	<p><b>New Look On EA Maturity Assessment: The Organisational Context</b></p> <p>John Gotze, CEO at EA Fellows</p> <p>Ksenija Bickova, EA Consultant at EA Fellows</p> <p style="text-align: right;">Coach</p>	<p><b>The Data-Process Connection: How Concept Modelling Supports Process, Business Analysis And Architecture Work</b></p> <p>Alec Sharp, Consultant at Clariteq Systems Consulting Ltd</p> <p style="text-align: right;">Preside</p>	<p><b>Rapidly Model And Automate Your Business Processes To Transform Your Business.</b></p> <p>Roberto Biondini, Solutions Consulting Manager at Bizagi</p> <p style="text-align: right;">Mile</p>	<p><b>Architecting Through A Capability Lens</b></p> <p>Daniel Simon, Managing Director at Across &amp; Ahead</p> <p style="text-align: right;">Manage</p>
Breaks	<p><b>Morning Break 11:00-11:15. Lunch 12:45-13:45. Afternoon Break 15:15-15:30</b></p>				Lobby

Tuesday 10th October 2023

Time	Enterprise Architecture	Enterprise Architecture	Business Architecture	Business Process Management
08:00 - 09:00	<p><b>Attendee Registration Sponsored By Avolution</b></p>			Lobby
09:00 - 09:10	<p><b>Conference Welcome</b></p> <p>Roger Burlton, President at Process Renewal Group</p> <p>Joanna Goodrick, Head of Business Architecture and Strategic Alignment at Cambridge University Press and Assessment</p>			Partnership 2 & 3
09:10 - 10:00	<p><b>Plenary Keynote: Trauma, Regeneration And Transformation</b></p> <p>Damian Riley, Chief Executive Officer at British Army Recruiting Group – in partnership with Capita</p>			Partnership 2 & 3
10:00 - 10:30	<p><b>Networking Breaks &amp; Exhibits</b></p>			Lobby
10:30 - 11:15	<p><b>Culture Architecture: A Domain In Itself?</b></p> <p>Paul Homan, Distinguished Engineer and CTO at IBM</p> <p style="text-align: right;">Partnership 1</p>	<p><b>Enterprise Architecture In An Agile World</b></p> <p>Peter Seidel, Enterprise Architect at Raiffeisen Bank International</p> <p style="text-align: right;">Affiliation 1 &amp; 2</p>	<p><b>Capability-Based Planning One Year Later: Learnings And Recommendations</b></p> <p>Henrik Ekstam, Business Architect at Capsifi</p> <p style="text-align: right;">Affiliation 3</p>	<p><b>AI-Driven Process-Transformation: A Practical And Value Based Approach</b></p> <p>Tom Nyberg, Partner at KPMG</p> <p style="text-align: right;">Partnership 2 &amp; 3</p>

11:25 - 12:10	<p><b>Embedding EA In A New Business Area And How To Establish Value?</b></p> <p><b>Chloe Gray</b>, Head of Enterprise Architecture Retail Services at Nationwide Building Society  <b>Teresa Keigher</b>, Senior Enterprise Architect at Nationwide Building Society</p> <p style="text-align: right;">Affiliation 3</p>	<p><b>EA's Role In Digital Transformation</b></p> <p><b>Nurhana Mohd Basri</b>, Manager (Enterprise Architecture) at Petronas</p> <p style="text-align: right;">Partnership 2 &amp; 3</p>	<p><b>Processes, Architecture &amp; Solutions: Enabling Engineering IT With Models</b></p> <p><b>Christian Massny</b>, Value Stream Owner R&amp;D Integration at Schaeffler Technologies AG  <b>Tobias Mederer</b>, Product Owner R&amp;D Architecture at Schaeffler Technologies AG</p> <p style="text-align: right;">Affiliation 1 &amp; 2</p>	<p><b>The Purpose Of Process Is Performance</b></p> <p><b>Roger Tregear</b>, Principal Advisor at TregearBPM</p> <p style="text-align: right;">Partnership 1</p>
12:10 - 13:40	<p><b>Networking Lunch &amp; Exhibits</b></p> <p style="text-align: right;">Lobby</p>			
12:40 - 13:00	<p><b>Lunchtime Session: What EA Could Learn From Einstein</b></p> <p><b>Simon Field</b>, Senior Enterprise Architect at Ardoq</p> <p style="text-align: right;">Partnership 1</p>	<p><b>Lunchtime Session: Navigating Sir Robert McAlpine's Enterprise Architecture Journey: Unlocking Business Value &amp; Future Growth</b></p> <p><b>Vishal Saraf</b>, Enterprise Solutions Architect at Sir Robert McAlpine</p> <p style="text-align: right;">Affiliation 1 &amp; 2</p>		
13:10 - 13:30	<p><b>Lunchtime Session: Combining AI And People To Deliver Effective Know Your Customer Processes</b></p> <p><b>Steven Hewlett-Light</b>, Head of Product at FinTRU</p> <p style="text-align: right;">Partnership 2 &amp; 3</p>			
13:40 - 14:25	<p><b>Strategies For Successfully Managing Architecture Functions In Large Technology Programs</b></p> <p><b>Pawel Krzemienski</b>, Head of Technical Architecture and Strategy at Home Office</p> <p style="text-align: right;">Partnership 1</p>	<p><b>Giving Architecture Meaning</b></p> <p><b>David Holling</b>, Founder at Semantology</p> <p style="text-align: right;">Affiliation 1 &amp; 2</p>	<p><b>Introducing Multi-Business Digital Capability Maps</b></p> <p><b>Mohammad Jafar Zarei</b>, CEO at Ribod Co.</p> <p style="text-align: right;">Affiliation 3</p>	<p><b>Integrating Change Into Your Business Process Approach: Timing Is Everything</b></p> <p><b>Alec Sharp</b>, Consultant at Clariteq Systems Consulting Ltd</p> <p style="text-align: right;">Partnership 2 &amp; 3</p>
14:35 15:20	<p><b>Priority: The Bridge Between An Aspirational Strategy And Valued Outcomes</b></p> <p><b>Yusuf Chothia</b>, Head of Enterprise Solutions at FutureGrowth Asset Management</p> <p style="text-align: right;">Affiliation 3</p>	<p><b>What Every Architect Should Understand About Generative AI (ChatGPT And Friends)</b></p> <p><b>Gerben Wierda</b>, Lead Achitect at APG</p> <p style="text-align: right;">Partnership 2 &amp; 3</p>	<p><b>Maximising Digital And Agile Transformation In Banking</b></p> <p><b>Davor Gasparac</b>, Senior Program Manager Corporates &amp; Markets at Erste Digital GmbH</p> <p style="text-align: right;">Partnership 1</p>	<p><b>Business Transformation: Don't Put Digital Lipstick On A Process Pig!</b></p> <p><b>Phil Short</b>, Principal at PJS Process &amp; System Improvements</p> <p style="text-align: right;">Affiliation 1 &amp; 2</p>
15:20 - 15:50	<p><b>Networking Breaks &amp; Exhibits</b></p> <p style="text-align: right;">Lobby</p>			
15:50 - 16:35	<p><b>Plenary Keynote: The Architect's Dilemma: Pleasing The Right Stakeholders For Sustainable Business Success</b></p> <p><b>Sasha Aganova</b>, Managing Partner at Process Renewal Group</p> <p style="text-align: right;">Partnership 2 &amp; 3</p>			
16:40 - 17:25	<p><b>Plenary Keynote: Be More Pirate: Rewiring The Rules Of Business</b></p> <p><b>Alex Barker</b>, Pirate, Author &amp; Facilitator at Be More Pirate</p> <p style="text-align: right;">Partnership 2 &amp; 3</p>			
17:25 - 18:25	<p><b>Networking Reception - Sponsored By Orbus Software</b></p>			

Wednesday 11th October 2023

Time	Enterprise Architecture	Enterprise Architecture	Business Architecture	Business Process Management
08:00 - 09:00	<b>Attendee Registration Sponsored By Avolution</b>			
				Lobby
09:00 - 09:10	<b>Conference Welcome</b>			
				Partnership 2 & 3
09:10 - 10:00	<b>Plenary Keynote: Some Hard Truths From Twenty-Five Years Of EA Work</b>			
	Martin Sykes, Enterprise Architect at Redgate Software Ltd			Partnership 2 & 3
10:00 - 10:30	<b>Networking Breaks &amp; Exhibits</b>			
				Lobby
10:30 - 11:15	<b>Transforming RBI Group Into A Digital Innovator With Real Time Integration Capabilities</b> Tetyana Butenko, Technical Product Owner at Raiffeisen Bank International AG Affiliation 3	<b>Panel: The Impact Of Cloud On Enterprise Architecture – How Do We Balance People, Data And Process Under The Cloud Model?</b> Moderator: Martin Sykes, Enterprise Architect at Redgate Software Ltd Emma Askew, Managing Architect at Mosaic Island Sander Meijer, Global Lead Group Enterprise Architecture, SAM & IT Alignment at Royal BAM Group Peter Seidel, Enterprise Architect at Raiffeisen Bank International John Gotze, CEO at EA Fellows Partnership 2 & 3	<b>Who Cares About The Big Picture? How Business Architecture Can Evolve Its Purpose In The Era Of The Digital Product Team?</b> Joanna Goodrick, Head of Business Architecture and Strategic Alignment at Cambridge University Press and Assessment Affiliation 1 & 2	<b>Leveraging BPM For Modernisation Of A Business Area: Lessons In Transformation</b> Steve Robert, Principal Consultant at Smart and Mindful Optimizations Partnership 1
11:25 - 12:10	<b>Making Architecture Stick</b> Daniel Simon, Managing Director at Across & Head Affiliation 1 & 2	<b>How EA In Combination With Software Asset Management Creates Value In A Digital Transformation</b> Sander Meijer, Global Lead Group Enterprise Architecture, SAM & IT Alignment at Royal BAM Group Affiliation 3	<b>Business Architecture At The Bank Of England: The Story So Far</b> Joanna Beresford-Knox, Lead Business Architect at The Bank of England Kei Poon, Business Architect at The Bank of England Partnership 2 & 3	<b>AI+BPM+OCM: How To Collaborate With Ai Experts To Engineer And Operationalize Your Organisation's Future</b> Lourdes Gonzalez, CEO & Founder at Lulu Process Design Group Pedro Rodriguez, AI Researcher at Meta AI Partnership 1
12:10 - 13:40	<b>Networking Lunch &amp; Exhibits</b>			
				Lobby
12:40 - 13:00	<b>Lunchtime Session: Accelerating Transformation: Lessons From Diverse Business Cases</b>		<b>Lunchtime Session: Why Do Enterprise Architecture Projects Fail?</b>	
	John Forbes, Senior Sales Executive at ValueBlue George Pang, Senior Solution Consultant at ValueBlue		Lorne Clark, VP Customer Success at MEGA	

	Partnership 1		Affiliation 1 & 2
13:10 - 13:30	<b>Lunchtime Session - Three UK: Leveraging Architecture Modelling For Strategic Decisions</b> <b>Dan Blankley</b> , Senior Business Architect at Three UK <span style="float: right;">Partnership 2 &amp; 3</span>		
13:40 - 14:25	<b>EA Keynote: Elevating Enterprise Architecture As A Discipline With Established Practice</b> <b>Konstantin Ristani</b> , Senior Enterprise Architect at Department of National Defence, Canada <span style="float: right;">Partnership 2 &amp; 3</span>	<b>The High Performing Organisation</b> <b>Anna Eikan Stangeland</b> , Manager, Consultancy & Advisory at Arribatec <span style="float: right;">Partnership 1</span>	
14:35 - 15:20	<b>Small Changes That Could Help EA Diversify And Secure Its Future</b> <b>Emma Askew</b> , Managing Architect at Mosaic Island <span style="float: right;">Affiliation 3</span>	<b>Enterprise Architects: From Ivory Tower To Trusted Advisors</b> <b>Paul Teeuween</b> , Senior Enterprise Architect and TOGAF Trainer at KNVI (Netherlands Computer Society) <span style="float: right;">Affiliation 1 &amp; 2</span>	<b>Panel: Unveiling The Realities Of Successful Digital Transformation: Debunking Myths</b> <b>Moderator: Joanna Goodrick</b> , Head of Business Architecture & Strategic Alignment at Cambridge University Press and Assessment <b>Steve Robert</b> , Principal Consultant at Smart and Mindful Optimizations <b>Sharon Duan</b> , Agile Services Lead at Cambridge University Press & Assessment <b>Paul Homan</b> , Distinguished Engineer & CTO at IBM <span style="float: right;">Partnership 2 &amp; 3</span>
15:20 - 15:50	<b>Networking Break &amp; Exhibits</b> <span style="float: right;">Lobby</span>		
15:50 - 16:35	<b>Plenary Keynote: Embracing Knowledge In The Digital Age</b> <b>Roger Burlton</b> , President at Process Renewal Group <span style="float: right;">Partnership 1</span>		
16:45 - 17:00	<b>Conference Close</b> <b>Roger Burlton</b> , President at Process Renewal Group <b>Joanna Goodrick</b> , Head of Business Architecture and Strategic Alignment at Cambridge University Press and Assessment <span style="float: right;">Partnership 1</span>		

Thursday 12th October 2023

Time	Track 1	Track 2	Track 3
09:00 - 17:00	<b>Business Architecture: Connecting The Dots</b> <b>Roger Burlton</b> , President at Process Renewal Group <span style="float: right;">Partner</span>	<b>EA As A Service</b> <b>Cort Coghill</b> , Director of Education at FEAC Institute <span style="float: right;">Control</span>	<b>From Idea To Retirement: The Architect's Journey</b> <b>Martin Sykes</b> , Enterprise Architect at Redgate Software Ltd <span style="float: right;">Mile</span>
Breaks	<b>Morning Break 10:30-10:45. Lunch 12:15-13:15. Afternoon Break 14:45-15:00</b> <span style="float: right;">Lobby</span>		