



DATA GOVERNANCE AND MASTER DATA MANAGEMENT CONFERENCE EUROPE

11 – 12 MARCH CONFERENCE AND EXHIBITS, ETC.VENUES, 133 HOUNDSDITCH, LONDON

13 – 14 MARCH WORKSHOPS, ETC.VENUES FENCHURCH, LONDON

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21ST YEAR!**

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8 Inspiring Keynotes



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VISIONARY SPEAKERS INCLUDE:



Michael Bendixen
Director of Data Governance
The LEGO Group



Veronika Daniel
Head of Data Governance ITV Studios
ITV plc



HoChun Ho
Vice President Enterprise Data Governance
CBRE



Sue Geuens
Director – Data Governance & Data Product
Elsevier



Felix Streichert
Chief Data Manager (Manufacturing)
Robert Bosch



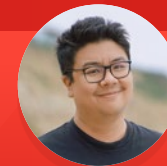
Ellie Fitzpatrick
Director – Chief Data Officer
PwC



Yaniv Naor
Director – Head of Global Master Data Management
Sandoz



Vanessa Eriksson
Founder
Vanessa Eriksson



Tiankai Feng
Principal Consultant
Thoughtworks



Gabriela Farrelly
Head of Data Practice
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CONFERENCE AND EXHIBITS: Monday, March 11, 2024

9:00 AM	Data Governance and Master Data Management Conference Europe Conference Europe Opening Gerard Bartley, Data Lead, OCI Chemical Ellie Fitzpatrick, Director - Chief Data Office, PwC				
9:10 AM	Opening Keynote: Data Governance versus AI Governance Vanessa Eriksson, Founder, Vanessa Eriksson				
10:00 AM	Networking Breaks & Exhibits				
10:30 AM	Order Up! Delivering a Global Data Governance Framework David Fernandez, Data Governance Manager, Just Eat Takeaway Kirill Skaletskiy, Senior Data Quality Professional, Just Eat Takeaway	Highlighting the Confusion: A Qualitative Study About Data Governance Olof Belfrage, Business Architect, Magilo Amanda Alm, Data Governance Specialist, Magilo	On the Necessity and Impossibility of Master Data Management in Data Mesh Ole Olesen-Bagneux, Chief Evangelist, Zeenea	Demystifying Master Data Management Sherifat Akintunde-Shitu, UKI MDM Capability Lead, Accenture	Panel: Navigating the Ethical Landscape: AI's Role in Shaping Tomorrow's World Moderator - Daragh O'Brien, CEO & Director of Strategy, Castlebridge Joanne Biggadike, Deputy Head of Data UK, DUAL UK Lexy Kassan, Senior Data & AI Strategist, Databricks Ellie Fitzpatrick, Director, Chief Data Officer, PWC
11:20 AM	Navigate the Metadata Management Maze: For Efficient & Effective DG Practice Veronika Daniel, Head of Data Governance ITV Studios, ITV plc	Making Data Everyone's Business: A Collaborative Approach to Data Governance Ruth Hall, Associate Director for Statutory Returns & Data Governance, University Of Nottingham Leanne Sowter, Head of Data Governance, University of Nottingham	Mastering Digital Transformation: The MDM journey at Pets At Home Ryan Moore, Group Head of Analytics Platform and Engineering, Pets at Home Phil Armstrong, Data Architect, Pets at Home	MDM – Two Hubs, One Collaboration: A Case Study on How to Get Along Sue Geuens, Director, Data Governance & Data Product, Elsevier Henri Gordon, Head of Customer Hub, Elsevier	Data Governance and Data Science: A Symbiotic Relationship
12:00 PM	Networking Lunch & Exhibits				
12:30 PM	Lunchtime Session: Why Data Quality Is More Important Than Ever in an AI-Driven World Geoff Parsons, Senior Solutions Engineer, Lightup				
1:00 PM	Lunchtime Session: Augmenting Master Data with Data Integrity: Governance and Quality Considerations Justin Thomas, Master Data Management Director, Precisely				
1:30 PM	Case Study: Gamification in Data Governance at Vattenfall Sebastian Kaus, Data Governance Lead, Vattenfall	Data Governance as a Service: A Paradigm Shift? Garry Manser, Head of Data Governance, Vanquis Banking Group	Do This, Not That: The Path Towards a “Golden Destination” in MDM Faheem Akram, Group MDM Manager, Volvo	The Value of AI in Master Data Management Mike Ferguson, CEO, Intelligent Business Strategies Limited	AI Evolution: Navigating the Benefits and Risks for Industry Decision Makers Yaniv Naor, Director - Head of Global Master Data Management, Sandoz
2:20 PM	Two-Tiered Governance: Innovation vs Standardization Felix Streichert, Chief Data Manager Manufacturing, Robert Bosch	Panel: Data Quality Excellence: Navigating the Path to Informed Decision-Making Moderator - Ciara McMorrow, Head of Data Regulation & Change, Sky Martha Reina, Data Governance Manager, RNLI Jean-Paul Otte, Data Strategy Lead EMEA, Precisely Steve Tuck, Head of Data Architecture and Governance, Arriva Gaurav Patole, Global Data Governance Senior Manager, Boston Consulting Group	How to Build and Manage a Winning Master Data Management Team Gerard Bartley, Data Lead, OCI Chemical	Enabling Business Success: Practical Data Strategy Liz Henderson, Executive Advisor, Capgemini	Harmonising AI with Collaborative Data Governance and MDM Brian Platz, CEO & Co-Founder, Fluree, PBC Steve Hamby, Sr Semantic Engineer, Vitality Technet, INC
3:00 PM	Networking Breaks & Exhibits				
3:30 PM	Building Data Governance Capabilities in Informatics	Panel: Data is a People's Business: Fostering a Human-Centric Data Culture Moderator - Dana Julinschi, Senior Data Governance Officer, FMO - Dutch Development Bank Nicola Askham, The Data Governance Coach Arun Chandar, VP, Data Management, Amplifi Yasemin Kural, Independent Consultant	Multi-Domain Master Data Management Louise Griffiths, Data Manager, Genius Sports	Revolutionising Online Groceries with Master Data and Analytics Iliana Iankoulova, Head of Data, Picnic Hidde Schwietert, Product Manager Master Data, Picnic	How to Prepare for the EU AI Regulations Andrea Isoni, Chief AI Officer, AI Technologies
4:20 PM	Plenary Keynote: Building Data Governance @ The LEGO Group Michael Bendixen, Director of Data Governance, The LEGO Group				
5:00 PM	Data Governance Best Practice Award				
5:15 PM – 6:15 PM Networking Drinks Reception					

9:00 AM	Plenary Keynote: Bridging the Data Divide with Data Governance: A Renewed Priority and Mission HoChun Ho, Vice President, Enterprise Data Governance, CBRE				
10:00 AM	Finding your Data Governance Story Ryan Preece, Enterprise Architecture & Data Governance Lead, Royal National Lifeboat Institution	Cultivating a Culture of Data Excellence in Sky Richard O'Neill, Data Quality Lead, Sky Sofia Alcala Paterna, Data Excellence Practice Managing Director, Intuita	Case Study: Replacing our MDM System, A Practical Guide Kristine Ball, Data Governance Manager, Lexmark	Master Data Governance: The Implementation Journey at OMV Johannes König, Advisor –SAP Finance Integration & Governance, OMV AG Andreas Tagkalakis, Head of Global Master Data Management, OMV AG	Preparing for Change: How Can AI Governance on LLMs Equip Us for the Upcoming EU and US AI Act? Alexandre T'Kint, AI Lead, Collibra
10:40 AM	Networking Breaks & Exhibits				
11:10 AM	What's Stopping Your Data Culture? Tim Hatton, Head of Data, AND Digital	Delivering Practical Business Benefit Whilst Embedding Data Governance Organisational Capability Jo Dixon, Principal Business Operations Manager, Skyscanner Anne Doyle, Senior Director Business Operations, Skyscanner	How Do You Get Ready For an MDM Tool Lidija Karaga, President, Poslovna Inteligencija	Architecting for the Cloud: Data in the Digital Sky Sumakshi Chauhan, Data Architect, Euromonitor International	Ethical and Effective AI Adoption: Practical Considerations for Organisations Daragh O'Brien, CEO & Director of Strategy, Castlebridge
12:00 PM	Data Governance at the UK's Largest Airport Segun Alayande, Data Governance Lead, Heathrow Airport Ltd	Our Data Governance Journey: Implementing Best Practices Maria McCoy, Head of Data Governance and Compliance, Leading Resolutions Hayley Robertson, Data Governance Lead, PRS for Music	Grounding Data Governance in Ontological Foundations Tony Mazzearella, Director of Enterprise Data Enablement and Governance, Voya Financial	Rally the Business with a Captivating Data Governance Narrative Kinda El Maarry, Director, Data Governance & Business Intelligence, Prima	AI Governance Framework and the Connection with Data Governance Sayantan Chaklader, Head of Data Governance & Quality, One of the biggest electronic consumer companies in the world
12:40 PM	Networking Lunch & Exhibits				
1:40 PM	Lunchtime Session: Qualitative Product Labels using AI BearingPoint				
2:10 PM	Keynote: Communicate to Survive: Data Governance is a Team Sport Gabriela Farrelly, Head of Data Practice, Holley Holland Consulting		Keynote: It's More than Literacy: Why Data Acumen is Important John Ladley, Principal, Sonrai Solutions		
2:50 PM	Networking Breaks & Exhibits				
3:20 PM	Keynote: How to Achieve Data Fabric and Data Management at Scale through Operationalising Semantic Discovery Ben Clinch, Principal Enterprise Architect – Information Architecture & Data Governance, BT		Keynote: Navigating the Nexus: Data Governance as the Keystone for Ethical AI and Digital Trust Jan Henderyckx, Partner, BearingPoint		
4:00 PM	Plenary Keynote: Lessons Learned About The Human Side of Data Governance Tiankai Feng, Principal Data Consultant, Thoughtworks				
4:30PM – 4:45 PM Conference Close: Where do we go From Here?					

WORKSHOPS: Wednesday, March 13, 2024

9:30 AM	A Practical Guide to Achieving Data Quality in your Business Gerard Bartley , Data Lead, OCI Chemical	Introduction to Data Governance Nicola Askham , The Data Governance Coach, Nicola Askham Ltd	Running and Designing Your Own Perfect Data Governance Workshops Mathias Vercauteren , Senior Data Governance Expert, Mathias Vercauteren BV	Practical Ways of Making Data Governance Agile Sophie Angenot , Managing Partner, QuaData	A Pragmatic Approach to MDM and RDM Sue Geuens , Director, Data Governance & Data Product, Elsevier Tony Mazarella Director of Enterprise Data Enablement and Governance, Voya Financial
12:45 AM	Lunch				
2:00 PM – 5:15 PM	Data Governance Frameworks Garry Manser , Head of Data Governance, Vanquis Banking Group	Best Practises of MDM Implementations Zoran Novaković , Consultancy Director for Data Governance, Poslovna Inteligencija Ana-Marija Balen , Principal Consultant, Poslovna Inteligencija	Advanced Tactics for Data Governance John Ladley , Principal, Sonrai Solutions	Laying the Foundation of Total Data Quality Management in your Organisation Tony Mazarella , Director of Enterprise Data Enablement and Governance, Voya Financial	Establishing a Business Case for Metadata Management Irina Steenbeek , Managing Director, Data Crossroads

WORKSHOPS: Thursday, March 14, 2024

9:00 AM - 4:00 PM	Data Stewardship Nigel Turner , Principal Information Management Consultant EMEA, Global Data Strategy	Implementing a Data Governance Framework for Various Data Architectures Irina Steenbeek , Managing Director, Data Crossroads	Advanced Data Governance Sue Geuens , Director, Data Governance & Data Product, Elsevier	Data Strategy Masterclass John Ladley , Principal, Sonrai Solutions
12:15 PM – 1:15 PM	Lunch			



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Organisations Who Attended In 2023

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“Lots of good insights. Definitely
worth the effort and so good to
meet in person”

**Anders Funderskov, Lead Data Governance Specialist,
the Lego Group**

“What an excellent, balanced
Conference. Excellent speakers,
a wide range of topics and well
organised”

Ciara McMorrow, Head of Data Regulations and Change, Sky

“I was very grateful for another 3 days
of great information. I am heading back
home, full of energy and faith in this
industry of ours”

Dana Julinski, Senior DG Officer, FMO – Dutch Development Bank

“This was a worthwhile investment
of my time”

**Helen Stark, Director of Data Governance,
Siemens Healthcare Diagnostics**

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VENUES

Conference and Exhibits Venue:
11 and 12 March 2024
etc.venues
133 Houndsditch
London, EC3A 7BX

Workshops Location Venue:
13 and 14 March 2024
etc.venues Fenchurch
8 Fenchurch Street
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