



DATA GOVERNANCE AND MASTER DATA MANAGEMENT CONFERENCE EUROPE

POST-SHOW REPORT 2024

Conference Highlights 2024:



4-Day Learning & networking experience



8 Inspiring Keynotes



62 Sessions



70+ Visionary speakers from leading brands



250+ Attendees

VISIONARY SPEAKERS INCLUDED:



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
Holley Holland Consulting

#DGMDM

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Bronze Sponsors 2024

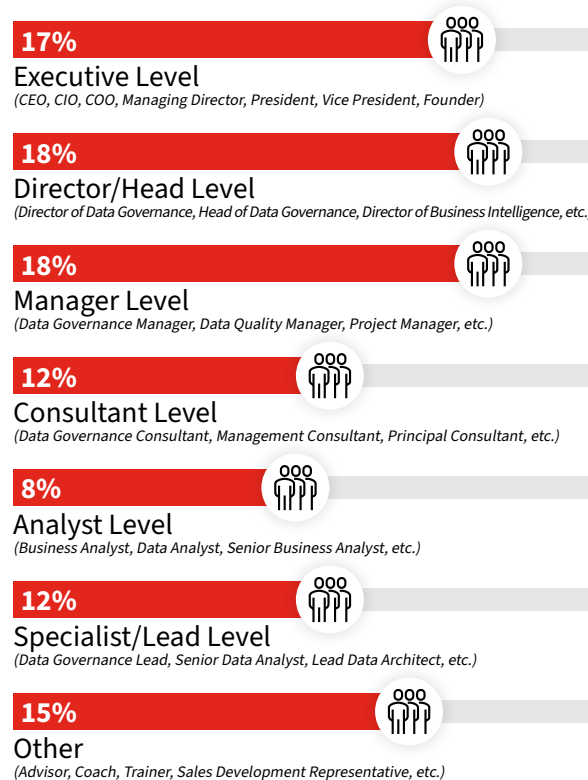
Organisations Who Attended In 2024

• Accenture UK • Accton • Afreximbank • AI Technologies • Akbank • Alex Solutions • Amazon • Amino Data • AND Digital • Arbuthnot Latham • Arriva • AS LHV Pank • Asml • Assist Knowledge Development • Atlas Copco • Austrian Post • Autostrade per L'italia • BAE Systems • Barclays Corporate & Investment Bank • Beiersdorf Ag • Belron • Boston Consulting Group • BT Group • Bupa • Cabi • Canadian Institute For Health Information • Capgemini • CBRE • Chambre De Commerce • Clearpeaks • Collier Capital • Collibra • Cordes & Graefe KG • CWT HQ Army • Danske Commodities • DUAL UK • EIB • Element Materials Technology • Elsevier • Entain • Erich Netzsch • Etex services NV • Euromonitor International • Fcdo • Fednot • Fluree • FMO - Dutch Development Bank • Genius Sports • Genomics England • H. Lundbeck A/S • Heathrow Airport • Hellermannntyton • Hensoldt Sensors • HQ Army • ING • Ing Bank Netherlands • Inigo • ITV • JDE • Just Eat Takeaway • Kearney Cervello • Kingfisher • KPMG • Kubrick Group • Laerdal Medical As • Leading Resolutions • LEGO System • Lexmark • Loughborough University • Magilo AB • mBank S.A • Met Office • Ministry Of Justice • Mod - Des • NHS England • Nordea Bank • OCI Chemical • OMV AG • Operatix • Otp Bank • Reltio • Pets at Home • Precisely • PRS for Music • PwC • Red Bull Media House • Robert Bosch • Royal London • RNLI • Saab AB • Sandoz • SATAIR • Shell • Siemens Healthineers • Sky • Skyscanner • SSEN Transmission • UCAS • UK Hydrographic Office • University Of Leeds • University Of Nottingham • University Of Warwick • Vanquis Banking Group • Vavacars • Vitality Technet • Volvo Group Digital & IT • Voya Financial • Vattenfall • Waitrose & Partners • Yorkshire Building society • Zürcher Kantonalbank and many more

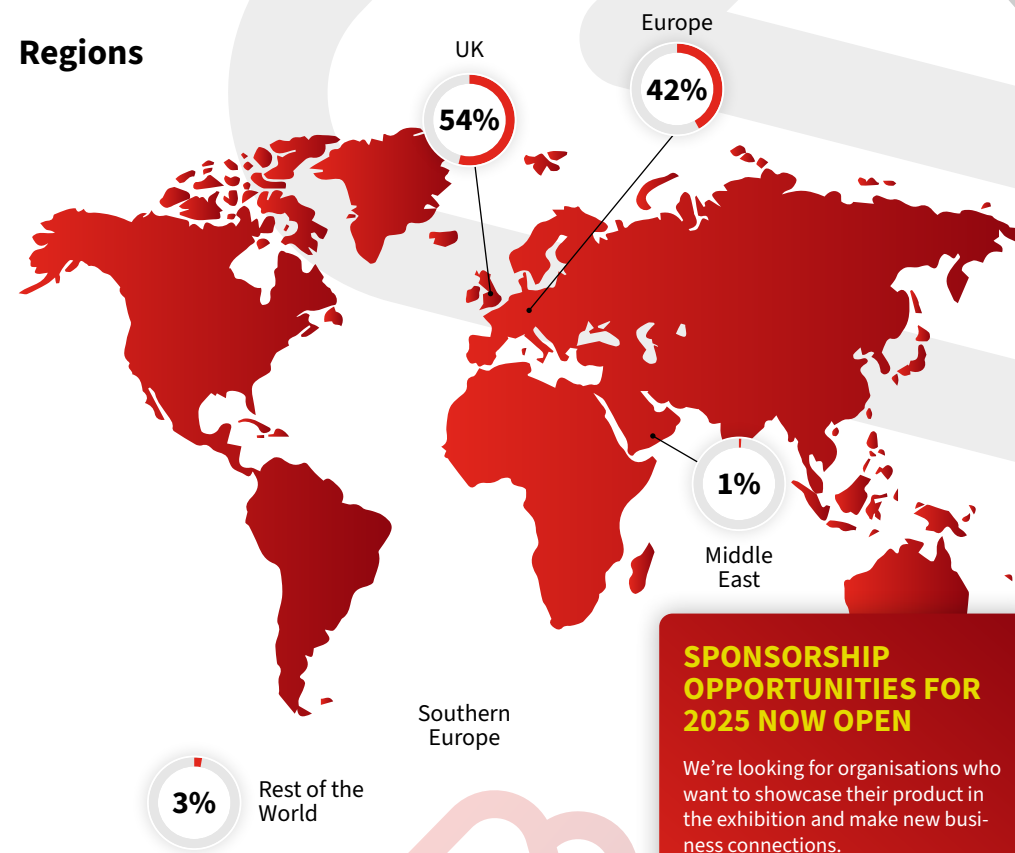
Attended by Visionaries, Decision Makers and Influencers from across the UK, Europe and Beyond!

JOIN US IN MARCH 2025! DATES COMING SOON.

Seniority



Regions



SPONSORSHIP OPPORTUNITIES FOR 2025 NOW OPEN

We're looking for organisations who want to showcase their product in the exhibition and make new business connections.

Interested?
Contact Anna Slater, Marketing and Sales Manager at anna@irmuk.co.uk.

CONFERENCE AND EXHIBITS: DAY ONE

9:00 AM - 9:10 AM	Data Governance and Master Data Management Conference Europe Conference Europe Opening			
	Gerard Bartley, Data Lead, OCI Chemical			
9:10 AM - 10:00 AM	Opening Keynote: Data Governance versus AI Governance			
	Vanessa Eriksson, Founder, Vanessa Eriksson			
10:00 AM - 10:30 AM	Networking Breaks & Exhibits			
10:30 AM - 11:10 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, Independent Lexy Kassin, Senior Data & AI Strategist, Databricks Ellie Fitzpatrick, Director, Chief Data Officer, PWC John Ladley, Principal, Sonrai Solutions			
11:20 AM - 12:00 PM	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 – Collaboration is Simple Sue Geuens, Director, Data Governance & Data Product, Elsevier Henri Gordon, Head of Customer Hub, Elsevier
	Data Governance & Process Engineering – Leveraging Data for Effective Process Engineering			
	Chris Onowu, Head of Enterprise Data Product & Analytics - Consultant Development, Kubrick Group			
12:00 PM - 1:30 PM	Networking Lunch & Exhibits			
12:30 PM - 12:50 PM	Lunchtime Session: Why Data Quality Is More Important Than Ever in an AI-Driven World Geoff Parsons, Senior Solutions Engineer, Lightup		Lunchtime Session: AI Fuelled Master Data Governance Mike Huddell, MDM Segment Lead – UKI & MEA, Informatica John Harrington, Data Governance GTM Lead, Mastech InfoTrellis	
1:00 PM - 1:20 PM	Lunchtime Session: Augmenting Master Data with Data Integrity: Governance and Quality Considerations Justin Thomas, Master Data Management Director, Precisely		Lunchtime Session: Mastering the Future: Integrating AI into Master Data Management Strategies Thomas Wyrick, Director of US Technical Services, Semarchy	
1:30 PM - 2:10 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 - 3:00 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 - 3:30 PM	Networking Breaks & Exhibits			
3:30 PM - 4:10 PM	Panel: Data is a People's Business: Fostering a Human-Centric Data Culture Moderator - Dana Julinski, Senior Data Governance Officer, FMO - Dutch Development Bank Nicola Askham, The Data Governance Coach Arun Chandar, VP, Data Management, Amplifi Yasemin Kural, Independent Consultant Mary Drabble, Head of Data Governance, Royal London		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 - 5:00 PM	Plenary Keynote: Building Data Governance @ The LEGO Group			
	Michael Bendixen, Director of Data Governance, The LEGO Group			
5:00 PM - 5:15 PM	Data Governance Best Practice Award			
	Head Judge: Mike Ferguson, CEO, Intelligent Business Strategies Limited Finalists: Vattenfall, Skyscanner and Lexmark			
5:15 PM - 6:15 PM	Networking Drinks Reception			

9:00 AM - 9:50 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 - 10:40 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 Alcalá 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 - 11:10 AM	Networking Breaks & Exhibits				
11:10 AM - 11:50 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		Ethical and Effective AI Adoption: Practical Considerations for Organisations Daragh O'Brien, CEO & Director of Strategy, Castlebridge
12:00 PM - 12:40 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 Mazzarella, 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, Global Consumer Electronics Company
12:40 PM - 2:10 PM	Networking Lunch & Exhibits				
1:10 PM - 1:30 PM	Lunchtime Session: Why AI Without a Solid Data Foundation is Just a Complete Distraction Chris Lowe, Head of Solution Consulting EMEA, Reltio		Lunchtime Session: From Fragmentation to Fusion: How Federation is Transforming Data Governance in 3 case studies Adam Milward, Co-Founder, MetadataWorks		
1:40 PM - 2:00 PM	Lunchtime Session: The Emancipation of Business Users - Using AI to Generate Data Quality Insights Tobias Stöhr, Senior Manager, BearingPoint				
2:10 PM - 2:50 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 - 3:20 PM	Networking Breaks & Exhibits				
3:20 PM - 4:00 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 - 4:30 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? Gerard Bartley, Data Lead, OCI Chemical Ellie Fitzpatrick, Director - Chief Data Office, PwC				

WORKSHOPS: DAY THREE

9:30 AM - 12:45 PM	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
11:00 AM - 11:15 PM	Morning Break				
12:45 PM - 2:00 PM	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 Lidija Karaga , President, 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
3:30 PM - 3:45 PM	Afternoon Break				

WORKSHOPS: DAY FOUR

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
Breaks & Lunch 10:30-10:45 – Morning Break 12:15-13:15 – Lunch 14:45-15:00 – Afternoon Break				

“Overall, it was a great atmosphere with lots of friendly curious people. I would attend again in the future”

Jo Dixon, Principal Business Ops Manager, Skyscanner

“Valuable exchange of information and best practices, which continues to motivate me from day to day”

Felix Streichert, Robert Bosch