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CONFERENCE EUROPE



**MASTER DATA MANAGEMENT**  
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**NOW**  
**ENTERING ITS**  
**22<sup>ND</sup> YEAR!**

**17 & 18 March 2025** | Conference and Exhibits, Convene 133 Houndsditch, London  
**19 & 20 March 2025** | Workshops, etc.venues Fenchurch Street, London

**Join us at the Data Governance Conference Europe, AI Governance Conference Europe & Master Data Management Conference Europe, the insightful event for global data professionals.**

### 2025 Keynote and Featured Speakers



**Abel Aboh**  
Data Ethics & AI Lead  
**Bank of England**



**Ben Clinch**  
Partner  
**Ortecha**



**Christina Finlay**  
Global Head of Data & Analytics, Manufacturing and Supply Chain (Senior Director)  
**Volvo Cars**



**Eileen Lee**  
Head of Data and Process Improvement, Data & AI Office  
**Jaguar Land Rover**



**Emma York**  
CDO & Head of DG  
**London Stock Exchange Group**



**Gwen Thomas**  
Founder  
**The Data Governance Institute**



**Nicola Askham**  
The Data Governance Coach



**LJ Rich**  
World-renowned Musician & BBC TV broadcaster



**Malcolm Hawker**  
Chief Data Officer  
**Profisee**




**Zakariás Gunyits**  
Chief Data Officer  
**MVM Group**

  
**4**  
Days

  
**5**  
Keynotes

  
**60+**  
Speakers

  
**13**  
Workshops

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## CONFERENCE AND EXHIBITS: MONDAY, MARCH 17, 2025

8:00AM - 9:00AM	<b>Registration &amp; Networking Breakfast</b>				
9:00AM - 9:10AM	<b>Conference Opening &amp; Welcome</b> <b>Gerard Bartley</b> , Independent Data Consultant <b>Sue Geuens</b> , Director of Data Governance & Product Data, Elsevier				
9:10AM - 10:00AM	<b>Plenary Keynote: The Future of Data Management- Technological, Cultural and Regulatory Opportunities and Threats</b> <b>Ben Clinch</b> , Partner, Ortecha				
10:10AM - 10:50AM	<b>From Chaos to Calm: A Real-life Data Governance Journey</b> <b>Sam Merchant</b> , Head of Data Governance, Defence Equipment and Support, <b>Ministry of Defence</b> <b>Ian Hunneybell</b> , Data Governance Manager, <b>Ministry of Defence</b>	<b>Managing Your Data Career</b> <b>Gerard Bartley</b> , Independent Data Consultant <b>Mark Dexter</b> , <b>The Data Talent Scout</b>	<b>Graph Technology for Enterprise Master Data Management</b> <b>Shanthi Nachiappan</b> , Principal Data Quality Engineer	<b>The Next Generation of AI</b> <b>Yaniv Naor</b> , Director of Global Master Data Management, <b>Sandoz</b>	<b>Tips to Embedding AI Governance Successfully</b> <b>Abel Aboh</b> , Data Ethics & AI Lead , <b>Bank of England</b>
10:50AM - 11:20AM	<b>Day 1 Networking Break and Exhibits - AM</b>				
11:20AM - 12:00PM	<b>Did Mary Tell a Lie in Order to get a Job as Head of Data Governance?</b> <b>Mary Drabble</b> , Head of Data Governance, <b>Royal London</b>	<b>Influencing Stakeholders on Data</b> <b>Nic Granger</b> , Chief Information and Financial Officer, <b>North Sea Transition Authority</b>	<b>How I Stopped Receiving Calls From My Own Sales Team</b> <b>Boopeshvikram Ramasubramanian</b> , Data Product Owner, <b>Mars</b>	<b>Panel: Navigating the Intersection of Data Governance and AI Governance</b> Moderator: <b>Susan Walsh</b> , <b>The Data Classification Guru</b> Panelists: <b>Joanne Biggadike</b> , Head of Data Governance, <b>Schroders UK</b> <b>Samantha Ng</b> , Managing Director, <b>Arceus Associates</b> <b>Samir Sharma</b> , Founder & CEO, <b>datazuum</b> <b>Caroline Carruthers</b> , Chief Executive, <b>Carruthers and Jackson</b>	
12:10PM - 12:50PM	<b>Panel: How to Effectively Embed Data Governance into Business Processes</b> Moderator: <b>Nicola Askham</b> , <b>The Data Governance Coach</b> Panelist: <b>Eileen Lee</b> , Head of Data and Process Improvement, Data & AI Office, <b>Jaguar Land Rover</b> <b>Shani Reynolds</b> , Head of Data Governance, <b>First Sentier Investors</b> <b>Kate Brooks</b> , AI Specialist, UK Financial Services, <b>Teradata</b> <b>Alistair Griffin</b> , Data Governance Lead, <b>Brambles</b>	<b>Master Data Governance and Data Quality Management: A Case Study to Govern and Improve Master Data</b> <b>Andreas Tagkalakis</b> , Head of Global Master Data Management, <b>OMV AG</b> <b>Johannes Koenig</b> , Advisor Finance Projects, <b>OMV AG</b>		<b>The Habits of Highly Effective Data Management for AI Success</b> <b>Frances O'Rafferty</b> , Senior Manager, <b>Baringa</b>	<b>AI Governance, Data Governance, Business Governance, Oh My!: How to Keep Things Simple in an Increasingly Complex World</b> <b>Daragh O'Brien</b> , CEO, <b>Castlebridge</b>
12:50PM - 2:20PM	<b>Networking Lunch &amp; Exhibits - Day 1</b>				
2:20PM - 3:00PM	<b>Keynote Panel: The Role of Data, AI &amp; Analytics in Shaping Strategic Decisions</b> <b>Malcolm Hawker</b> , Chief Data Officer, <b>Profisee</b> <b>Emma York</b> , CDO & Head of DG , <b>London Stock Exchange Group</b>				
3:10PM - 3:50PM	<b>Enabling organisational success through Data &amp; AI Governance: A case study from STOP THE TRAFFIK</b> <b>Tina Salvage</b> , Data Management Lead, <b>Bupa</b>	<b>Improving the Data Management Culture at a Housing Association</b> <b>Shae McCalla</b> , Head of Data Governance, <b>Notting Hill Genesis</b>	<b>How Master Data Management can Enable AI Adoption</b> <b>Pedro Farinha</b> , General Manager, <b>APGAR</b> <b>Yaniv Naor</b> , Director of Global Master Data Management, <b>Sandoz</b>	<b>Your AI strategy is Only as Good as the Data you're Feeding it</b> <b>Phil Wilkinson</b> , Independent Consultant	<b>AI and Regulations: How to Integrate AI Governance into your Company Policies without Hurting Business Performances</b> <b>Andrea Isoni</b> , Chief AI Officer, <b>AI Technologies</b>
3:50PM - 4:20PM	<b>Day 1 Networking Break and Exhibits - PM</b>				
4:30PM - 5:15PM	<b>Plenary Keynote: Dancing with Data: Mapping the DNA of Music</b> <b>LJ Rich</b> , World-renowned Musician & BBC TV Broadcaster				
5:15PM - 6:20PM	<b>Networking Reception</b>				

## CONFERENCE AND EXHIBITS: TUESDAY, MARCH 18, 2025

8:00AM - 9:00AM	<b>Registration &amp; Networking Breakfast</b>				
9:00AM - 9:10AM	<b>Conference Welcome &amp; Open Day 2</b> <b>Ben Clinch</b> , Partner, <b>Ortecha</b> <b>Mary Drabble</b> , Head of Data Governance, <b>Royal London</b>				
9:10AM - 9:50AM	<b>Plenary Keynote: Data Governance – It's Time to Start Over</b> Malcolm Hawker, Chief Data Officer, <b>Profisee</b>				
9:50AM - 10:35AM	<b>Plenary Keynote: Top Tips for Shifting Data Culture and Why it's Worth it</b> <b>Christina Finlay</b> , Global Head of Data & Analytics - Manufacturing & Supply Chain, <b>Volvo Cars</b>				
10:35AM - 11:05AM	<b>Day 2 Networking Break &amp; Exhibits- AM</b>				
11:05AM - 11:45AM	<b>Communicating Data Quality as a Business Narrative</b> <b>Gaurav Patole</b> , Principal Data Governance Specialist, <b>Thoughtwork</b>	<b>The Human Side of Data: Our Journey from Low Maturity to Excellence</b> <b>Karen Naveld</b> , Head of Master Data, <b>Etex Services</b>	<b>MDM: Collaboration is Simple</b> <b>Sue Geuens</b> , Director of Data Governance & Product Data, <b>Elsevier</b> <b>Henri Gordon</b> , Director of Customer Data, <b>Elsevier</b>	<b>Synergizing AI and Data Management: Unlocking Mutual Benefits</b> <b>Sebastian Kaus</b> , Head of Data Governance, <b>Vattenfall</b>	<b>How AI Governance can Save Lives, Regulation can Boost Innovation, and Other Wild Tales From the AI Front Line</b> <b>Dennis Kessler</b> , Data Governance & Responsible AI Governance Specialist
11:55AM - 12:40PM	<b>Turning Failure into Success: The Role of Leadership in Data Governance</b> <b>Serge Waterschoot</b> , Head of Data, Fednot, the Federation of the Belgian Notaries	<b>Data Retention a Low Hanging Fruit for Data Governance</b> <b>Felix Streichert</b> , Lead Data Manager Manufacturing <b>Robert Bosch GmbH</b> <b>Senthil Subramaniam</b> , Lead Data Architect, <b>Robert Bosch GmbH</b>	<b>Bridging the Gap: Leveraging Business Concept Modelling for Effective Data Strategy and Master Data Management</b> <b>Daragh O'Brien</b> , CEO & Director of Strategy, <b>Castlebridge</b>	<b>Moving Beyond Technical Data Quality Rules: A Modern Approach with Artificial Intelligence at IT-Services of Austrian Social Security</b> <b>Vojkan Radak</b> , Data Warehouse Product Manager, IT-Services, <b>Austrian Social Security</b> <b>Marcin Chudeusz</b> , CEO, <b>Digna</b>	<b>AI Governance: From Compliance to Competitive Advantage</b> <b>Kevin Burnley Brennan</b> , Data & AI Sales Lead, <b>Xpedition</b>
12:40PM - 2:10PM	<b>Networking Lunch &amp; Exhibits Day 2</b>				
2:10PM - 2:50PM	<b>Building a Successful Data Stewardship Program</b> <b>Herbert Prickarz</b> , Business Chief Digital Office, <b>Bosch</b>	<b>Just Enough Data Management: From Theory/Frameworks to Practical Impact</b> <b>Sherifat Akintunde-Shitu</b> , MDM Capability Lead, <b>Accenture UK</b>	<b>Mastering our Complex Data Without an MDM Solution</b> <b>Khabab Sessanga</b> , Senior Vice President - Knowledge & Data Governance, <b>Mubadala Investment Company</b>	<b>Keeping the Human in the Loop - How to Use AI to Empower Not Replace</b> <b>James Pope</b> , Director of Data, Analytics and Governance, <b>Hyperoptic</b> <b>Sofia Alcala Paterna</b> , Data Excellence Practice Managing Director, <b>Intuita</b>	<b>AI Governance Worldwide: Lessons From Different Approaches in Heavily Regulated Industries</b> <b>Dr Janet Bastiman</b> , Chief Data Scientist, <b>Napier AI</b>
2:50PM - 3:20PM	<b>Day 2 Networking Break &amp; Exhibits - PM</b>				
3:20PM - 4:00PM	<b>Connect the DOTS - Data Office Transformation Strategy</b> <b>Irene Dirks</b> , Data Management Consultant DG & DQ, <b>PGGM Investment Management</b>	<b>Implementing a Data Quality Strategy</b> <b>Garry Manser</b> , Head of Data Governance, <b>Vanquis Banking Group</b>	<b>Roadmap and Bumps Toward Data Governance and MDM at a Regional European Utility Provider in Energy</b> <b>Zakariás Gunyits</b> , Chief Data Officer, <b>MVM Group</b> <b>Anikó Verőci</b> , Lead BI Business Analyst, <b>MVM Group</b>	<b>AI Driven Active Data Governance Automation</b> <b>Mike Ferguson</b> , CEO, <b>Intelligent Business Strategies</b>	
4:05PM - 4:45PM	<b>Plenary Keynote: Driving the African Information Highway</b> <b>Gwen Thomas</b> , Founder, <b>The Data Governance Institute</b>				
4:45PM - 5:00PM	<b>Conference Close &amp; Final Remarks</b> <b>Ben Clinch</b> , Partner, <b>Ortecha</b> <b>Mary Drabble</b> , Head of Data Governance, <b>Royal London</b>				

## WORKSHOPS: WEDNESDAY, MARCH 19, 2025

9:30AM - 12:45PM	<b>Introduction to Data Governance</b> <b>Nicola Askham</b> , The Data Governance Coach	<b>How to Thrive With Data Fabric</b> <b>Ben Clinch</b> , Partner, <b>Ortecha</b>	<b>Mastering Quick Wins in Data Governance: A Comprehensive Guide to Data Governance Sprints Strategy &amp; Design Sprints</b> <b>Mathias Vercauteren</b> , President & Principal, <b>Data Vantage Consulting</b>	<b>How to Build, Manage and Enhance a Data Management Team</b> <b>Gerard Bartley</b> , Independent Data Consultant	<b>How Data Governance Enables Data Strategy: A Practical Guide</b> <b>Zoran Novaković</b> , Line of Business Director, Data Governance, <b>Solvership</b> <b>Martin Markač</b> , Line of Business Director, Data & Analytical Solutions, <b>Solvership</b>
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### Breaks:

08:30 - 09:30 Registration & Breakfast  
11:00 - 11:15 Morning Coffee Break  
12:45 - 13:45 Lunch & Networking  
15:15 - 15:30 Afternoon Coffee Break

1:45PM - 5:00PM	<b>Data Governance Clinic</b> <b>Nicola Askham</b> , The Data Governance Coach	<b>Data Governance Frameworks</b> <b>Garry Manser</b> , Head of Data Governance, <b>Vanquis Banking Group</b>	<b>AI Driven Active Data Governance Automation.</b> <b>Mike Ferguson</b> , CEO, <b>Intelligent Business Strategies</b>	<b>A Practical Guide to Achieving Data Quality in Your Business</b> <b>Gerard Bartley</b> , Independent Data Consultant	<b>The Key Principles and Tactics for Effective Negotiation</b> <b>Suzanne Williams</b> , Hostage Negotiator
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## WORKSHOPS: THURSDAY, MARCH 20, 2025

9:00AM - 4:30PM	<b>AI Governance, Responsible AI, and Data Governance: Connecting the Dots</b> <b>Mathias Vercauteren</b> , President & Principal, <b>Data Vantage Consulting</b>	<b>Data Stewardship – The Foundation of Successful Data Governance</b> <b>Nigel Turner</b> , Principal Information Management Consultant EMEA, <b>Global Data Strategy</b>	<b>Advanced Data Governance</b> <b>Sue Geuens</b> , Director of Data Governance & Product Data, <b>Elsevier</b>
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### Breaks:

08:00 - 09:00 Registration & Breakfast  
10:30 - 10:45 Morning Coffee Break  
12:15 - 13:15 Lunch & Networking  
14:30 - 14:45 Afternoon Coffee Break

“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 Julinschi**, Senior DG Officer,  
FMO - Dutch Development Bank

# JOIN YOUR INDUSTRY PROFESSIONALS

## Organisations Who Attended In 2024

• Accenture UK • AI Technologies • Amplifi Group, AND Digital • AS LHV Pank • Atlas Copco • BearingPoint • Bupa • BT Group • Canadian Institute for Health Information • Capgemini • Castlebridge • CBRE • Collibra • Danske Commodities • Data Crossroads • Data Vantage Consulting • Databricks, DUAL UK • Elsevier • Erich NETZSCH B.V. & Co. Holding KG • EIB • Etex Services NV • Euromonitor International • FCDO • Fluree • PBC • FMO - Dutch Development Bank • Genius Sports • Global Data Strategy • H. Lundbeck A/S • Heathrow Airport Ltd • Hellermannntyton • Holley Holland Consulting • Intelligent Business Strategies Ltd • Intuita • ITV plc • Just Eat Takeaway • Kavcan Limited • Kearney Cervello • Laerdal Medical AS • Leading Resolutions • Lightup AI, Lexmark • Loughborough University • Magilo • mBank S.A • MSLO Consulting • OCI Chemical • OMV AG • OTP Bank Croatia • OTP Banka d.d. • Picnic • Poslovna Inteligencija • Precisely • Prima Assicurazioni • PRS for Music • PWC • QuaData • Royal National Lifeboat Institution • Saab AB • Sandoz • Shell • Sky • Skyscanner • Sony Europe • Thoughtworks Europe • The Lego Group • ToBeWAY, University of Nottingham • Vanquis Banking Group • Vattenfall • Voya Financial • Volvo Group Digital & IT • Vitality Technet, Inc. • Zeenea • Zürcher Kantonalbank.

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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**

“This was a worthwhile investment of my time”

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

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

**Ciara McMorrow, Head of Data Regulations and Change, Sky**

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## VENUES

**Conference and Exhibits Venue:**  
**17 & 18 March 2025**  
Convene 133 Houndsditch London, EC3A 7DB

**Workshops Venue:**  
**19 & 20 March 2025**  
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