

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

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>
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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>
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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>
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Tuesday, 14 May 2019: Conference Day 1 & Exhibits

09:00 - 09:10 Data Governance Conference and MDM Summit Opening, *Jan Henderyckx, BearingPoint & Gerard Bartley, Jacobs Douwe Egberts*

09:10 - 10:10 **Plenary Keynote: Challenges of Developing an Enterprise Data Marketplace** *Rick van der Lans, R20/Consultancy*

	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>
11:35 - 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, Perflex Lab</i>

12:15 - 13:45 **Networking Lunch, Exhibits & Sessions by Stibo Systems, Retlio & Semarchy**

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** *Mark Allen, Head of Data Governance, Capital One*

MDM Keynote: AI & RPA for Next Generation MDM - a View Behind the Curtain and Lessons Learned From Experience
Thomas Geyer & Dr. Faried Abu Zaid, Camelot Management Consultants AG

14:40 - 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>	Emerging Master Data Management Trends and Challenges <i>Belinda Djamson, Data & Analytics Management Lead UKI, 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 - 16:30	The Role of Metadata in Data Governance <i>David Milward, Director and Co-Founder, Metadata Consulting</i>	DG Panel - What I Wish I had Known <i>Mike Simons, ComputerworldUK and Techworld, Ellie Fitzpatrick, PwC, Cathy Pendleton, comparethemarket.com & Peter Henderson, Independent Consultant</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

09:00 - 10:00 **Plenary Keynote: Unified Data Delivery - Shortening Time To Value in a Digital Enterprise** *Mike Ferguson, Intelligent Business Strategies*

	Data Governance	Master Data Management		Data Strategy	
10:30 - 11:10	Consent Management for GDPR <i>Martin Oberhofer & Lars Bremer, IBM</i>	The Producer, the Consumer, the Owner and the Rest of the World: Governing Big Data <i>Jan Henderyckx, Partner, Bearing Point</i>	Beating the Competition by Optimizing Product and Supplier Data Onboarding with MDM and DG <i>Allard Mes, MDM Consultant, Blokker & Alfred Kayser, Viqtor Davis</i>	Targeted KPIs in Data Governance <i>Sherine Anis, Director, Quovadis Business Solutions</i>	Top Tips for Doing Governance <i>Ieva Langenfelde, Independent Data Consultant</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>	How Master Data is the Core to Digital Transformation <i>Scott Taylor, The Data Whisperer</i>	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 & Sessions by Comma Group, VIQTOR DAVIS & TIBCO**

13:35 - 14:20 **Data Governance Keynote: The Impact of Culture on Data Change Initiatives - Don't Mistake Motion for Action** *Kiran Gill, Head of Data Services & Operations, Lloyd's*

MDM Keynote: The Future of MDM
Malcolm Chisholm, First San Francisco Partners, Michael Evans, Comma Group, Salah Kamel, Semarchy, Dr. Scott Schumacher, IBM & Conrad Chuang, TIBCO

14:30 - 15:10	Fake Governance <i>Gerard Bartley, Manager Global Master Data, Jacobs Douwe Egberts</i>	Implementing DG in Daily Operations <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, MDM 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>

16:35 - 17:15 **Plenary Keynote Panel - Where Do We Go From Here?** *Jan Henderyckx, BearingPoint & Gerard Bartley, Jacobs Douwe Egberts*

17:15 - 17:25 **Conference Close** *Jan Henderyckx, BearingPoint & Gerard Bartley, Jacobs Douwe Egberts*

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

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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