

Agenda

Tuesday, 12 May 2020: Pre-Conference Workshops Full Day 09:30 - 17:00

Successful Implementation of a MDM Programme
Malcolm Chisholm, Data Millennium

Bootstrap your Data Governance Programme
Jan Henderyckx, BearingPoint

Morning Workshops - 09:30 - 12:45

Kick-starting your Data Management Initiative in Four Simple Steps
Dr. Bas van Gils, Strategy Alliance

Getting Started With Data Quality – A Primer
Jon Evans, Equillian

Effective Data Governance in a Transformation Environment
Phil Yeoman, Head of Data Governance & Sam Cremins, Associate - Data Governance, The Pensions Regulator

Practical Reference and Master Data Management
Chris Bradley, Data Management Advisors

Afternoon Workshops - 14:00- 17:15

How to Build, Manage & Enhance a Data Team
Gerard Bartley, Manager Global Master Data, Jacobs Douwe Egberts & Ieva Langenfelde, Data Governance Manager, Heineken

Building a Business Aligned Data Strategy
Chris Bradley, Data Management Advisors

Establishing Data Governance: Teaching Dumbo to Fly
Johan Lindholm, Data Governance Lead, Göteborg Energi AB

Reduce, Reuse, Recycle - What to Do When Data Governance has Been Binned
Charles Joseph, Datedz

Wednesday, 13 May 2020: Conference Day 1 & Exhibits

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

09:10 - 10:00 Plenary Keynote: **Evolving to a Datacentric Organisation** Jeroen Ghysel, Head of Retail, IT & Transformation, AXA Bank

10:10 - 10:50 **DG Keynote: Data Governance - Holding a Mirror to Your Company**
Guy Harvey, Data Transformation Lead, Siemens Managed Services

MDM Keynote: A Fireside Chat
Gerard Bartley, Manager Global Master Data, Jacobs Douwe Egberts & Niels Stenfeldt, CEO, Stibo Systems

	Data Governance		Master Data Management		Data Strategy
11:20 - 12:05	A Case Study in Implementing a Data Governance Hub Mary Drabble, Principal Data Governance Analyst, Standard Life Aberdeen	Data Management: from the Trenches Dr. Bas van Gils, Strategy Alliance	The Golden Triangle of CRM, MDM and DMP Yaniv Naor, Senior Manager, Strategist and Business Lead, Hugo Boss	Business Value in Data Quality - View from an Oil Business Customer Journey Zakarias Guniyits, Head of BI & Big Data and Marianna Bihari, Data Governance Senior Expert, MOL Nyrt	How the City of Vienna Became Data Excellent Ulrike Huemer, CIO, City of Vienna & Michaela Mader, Managing Partner, dataspot.gmbh
12:15 - 13:00	Exploiting Existing Projects to Deliver Data Governance Initiatives Karen Reeds, Data Governance Specialist, tada.data	Effective Data Governance Programme Planning Gerard Bartley, Manager Global Master Data, Jacobs Douwe Egberts	How Good is Your Data? Karen Wood, Manager, Master Data, Walgreens Boots Alliance	DG and MDM - Managing Sibling Rivalry Charles Joseph, Datedz	External Data Management – Integral Part of the Data Governance Minna Stjernvall, Concept Owner of the External Data Services, OP Financial Group & Jussi Jutila, Silli Solutions Oyj

13:00 - 14:30 Networking Lunch, Exhibits & Lunchtime Sessions

14:30 - 15:15 Plenary Keynote: **Artificial Intelligence and Master Data Management: Hand in Hand**, William McKnight, McKnight Consulting Group

15:25 - 16:10	Data Governance is About Change; How Göteborg Energi Established DG Johan Lindholm, Data Governance Lead, Göteborg Energi	Data Quality by Design and by Default - Model GDPR Concepts for Data Protection Michael McMorro, MMM Data Perspectives	MDM Keynote Panel: Customer MDM: Where We Are Today and What The Future Holds Malcolm Chisholm, Data Millennium		England Cricket Pushing the "Boundary" with Their Data Damian Smith, Head of IT, England and Wales Cricket Board
16:40 - 17:05	Leading a Tool-Centric Data Governance Effort Without a CDO Benjamin Bunting, Global Data Steward, Aegon Asset Management Europe	First 365 days of Data Governance Henrik Overballe, Head of Data Management, The LEGO Group	First the Foundations for Your Data Initiative Liz Henderson, Independent Consultant	Governance, Migration & Change! The Three Musketeers for Improving Your Data Estate Sam Cremins, Data Governance Advisor, The Pensions Regulator	How Data Governance Supports Data Science at Dŵr Cymru Welsh Water Justin Doran, Data and Analytics Manager (Data Governance), Dŵr Cymru Welsh Water

17:05 - 18:05 Networking Drinks Reception and Exhibits

Thursday, 14 May 2020: Conference Day 2 & Exhibits

09:00 - 10:00 Plenary Keynote: **The Culture of Governance**, Donald Farmer, TreeHive Strategy

	Data Governance		Master Data Management		Data Strategy
10:30 - 11:15	How to Answer the Difficult Questions about Data Governance Ieva Langenfelde, Data Governance Manager, Heineken	Does your Data STICK? Jan Henderyckx, BearingPoint	Successful Reference Data Governance and Management Malcolm Chisholm, Data Millennium	Master Data Processes: the Backbone of Successful MDM System Implementations Dr. Christiana Klingenberg, msg systems ag & Thomas Brandstätter, WAGO Kontakttechnik GmbH	What Books Don't Tell you about Data Management Dana Julinschi, Senior Data Governance Officer, FMO - Dutch Development Bank
11:25 - 12:10	Data Governance – from PowerPoint to Practice Anne Hauberg Aakjer, Head of Data Governance, BEC	Data Governance as a 'Customer' Service Claire Laws, DG Adviser, EDF Energy	Launching and Embedding DG and MDM in Waitrose Siobhan Bowie, Head of Data Governance, Waitrose & Partners & Ralf Teschner, Global Lead for Data Governance, Capgemini	Product Data Vision as Foundation of State of the Art PIM and Multi Domain Data Models Kersten Wirth, PIM-Consult GmbH	Data Transformation Brick by Brick Donna Wayman, Head of UK Portfolio, Zurich Insurance

12:10 - 13:30 Networking Lunch, Exhibits & Lunchtime Sessions

13:30 - 14:15 **Data Governance Keynote Panel: How Data Governance Can Help you Turn your Data Assets into Tangible Value**
Moderator: Gerard Bartley, Manager Global Master Data, Jacobs Douwe Egberts
Panellists: Jan Henderyckx, BearingPoint & Stijn Christiaens, Collibra

MDM Keynote: Where's Wally? Unearthing & Aligning MDM Efforts at Farfetch
Yasemin Kural, Head of Data Architecture & Miguel Jorge Macedo, Data Governance Manager, Farfetch

14:25 - 15:10 **10 Years On: Success, Difficulty, Evolution: The History of DG in a Government Organisation**
Iain Andrews, Data Integrity and Flood Data Manager & Nick Keen, Data Governance National Lead, Environment Agency

The Data Wrestling Match
Ellie Fitzpatrick, Data Framework & Policies Lead & Jocelyn Sheriff, Data Intelligence Lead, PwC

Smart MDM Automations via RPA
Simeon Denchev, Master Data FTD Controller, Coca-Cola Hellenic BSO

The Business Case for a Technology Capability to Transition through Metadata Management Maturity Levels
Manrich Kotze, Team Leader: Data Governance, Capitec Bank

Data is the New Oil? Data is Like Milk...
Kitti Noemi Nemeth, Enterprise Data Manager Communications and Change Management, FrieslandCampina

15:40 - 16:25 Plenary Keynote: **Shifting to AI Ready Governance: Practical Principles and Recipes**, Dr. Fran Cardells, Special Advisor, Allianz

16:30 - 16:50 Plenary Keynote panel - **Where Do We Go from Here? and Conference Close** Jan Henderyckx, BearingPoint & Gerard Bartley, Manager Global Master Data, Jacobs Douwe Egberts

Friday 15 May 2020: Post Conference Workshops 09:00 – 16:30

Building a Data Governance Business Case: Show the Value
Håkan Edvinsson, Informed Decisions Consulting

Advancing into Master Data Management
William McKnight, McKnight Consulting Group

Governance and Compliance in the Age of Self-Service
Donald Farmer, TreeHive Strategy