

ONLINE EVENT BY  THINKLINKERS

SEPTEMBER 17-18, 2025

DATA MANAGEMENT MARATHON 8.0

PEOPLE.

BUSINESS.

TECHNOLOGY.

EXPERT SPEAKER PANEL



Scott Taylor
The Data Whisperer
MetaMeta Consulting



Susan Walsh
Creator of Samification
The Classification Guru



Pio Marolla
CEO, Founder
ThinkLinkers



Faustina Tolosa
Data Specialist
Home Group



Ronald Baan
VP Marketing
Dama International



Sheila Elz
Master Data Manager
Bayer



Deepak Yadav
*Engineering Leader,
Data & AIML at Amazon*
Amazon



Maximiliano Just
*VP- Digital & Technology
Services LATAM*
The Coca-Cola Company



Maria Brindevi
*Head of Master
Data Management*
Electrolux Group



**Kaustubh Ramesh
Khatkhedkar**
Enterprise Data Advisor
ABN AMRO Bank



Dennis van Bregt
*Head of data,
analytics & AI*
Allnex



Omolola Ezeifeoma
Chief Data Officer
Creative Foods
Concepts



Dr. Joe Perez
*Data Analytics
Expert, CTO*
NC DHHS



Christelle Patriarca
Data Lover
Data is Life
Consulting



George Firican
*Award Winning Data
Governance Leader*
Director, DG & BI
UBC



Sangeeta Krishnan
*Assoc Director,
Commercial*
Eisai US



Kostas Tsirigos
*Head of Research
Data Management*
DTU Biosustain



Raffaella Traverso
Data Governance Officer
European Investment
Bank



Monica Kay Royal
Data Lover



Brian Booden
Data Lover



Kinda El Maarry
Head of Data
Gotphoto



Anas Alam
Vice President
Citi



Natalia Kotova
Project Director
ThinkLinkers



Tom Redman
The Data Doc



Joanne Biggadike
*Head of Data
Governance*
Schroders



Vinay (M.S) Simha
*Director Enterprise
Data Management*
Philips



Régis Deshayes
*Data Domain Expert -
Devices & Dig. Solutions*
Data Enthusiast



Esteban Monturus
*Pricing and
MDM Manager*
Velcro



Menaka Nagarajan
*Head of Data
Analytics/Staff VP
Clinical Analytics*
Carleton Health



Jason Blakeney
*Sr Director of
Master Data,
Governance, and AI*
Belden Inc.

...and many more

PROGRAM

September 17th | 2025

FIRST LAP

2:00 pm CET **Pio Marolla | [ThinkLinkers](#)**

8:00 am EDT Opening

2:15 pm CET **Maria Brindevi | [Electrolux Group](#)**

8:15 am EDT Governed Master Data Seamlessly Available in
Global Data Platform for D&A Products

2:45 pm CET **Brian Booden | [Data Lover](#)**

8:45 am EDT Breaking the Mould: The Rise of Unstructured Data
in a Structured World

3:15 pm CET **Régis Deshayes | [Data Enthusiast](#)**

9:15 am EDT Democratizing Data Management Concepts Through
Storytelling Inspired by Ancient Civilizations

3:45 pm CET **Pio Marolla & Scott Taylor | [The Data Whisperer](#)**

9:45 am EDT The Current State of Data Storytelling for Data Management

30 MIN NETWORKING BREAK

4:30 pm CET **Dennis Van Bregt | [Allnex](#)**

10:30 am EDT The Data Journey to 2040: Data, Analytics & AI -
Data Foundation

5:00 pm CET **Maximilian Just | [The Coca-Cola Company](#)**

11:00 am EDT Scaling Data Products in Global Companies

PANEL DISCUSSION

5:30 pm CET **[Women in Data](#)**

11:30 am EDT - Joanne Biggadike - TBC

- Sangeeta Krishnan - TBC

6:00 pm CET **TBC | [TBC](#)**

12:00 pm EDT reserved for partners

30 MIN NETWORKING BREAK

PROGRAM

SECOND LAP

September 17th | 2025

FIRESIDE CHAT WITH TBC

7:00 pm CET

TBC

1:00 pm EDT

reserved for partners

7:15 pm CET

Monica Kay Royal | [Data Lover](#)

1:15 pm EDT

Data Analytics for Compliance

7:45 pm CET

Susan Walsh | [The Classification Guru Ltd](#)

1:45 pm EDT

Check Before Tech - The Importance of Clean Data

8:15 pm CET

Menaka Nagarajan | [Carelon Health](#)

2:15 pm EDT

Data-Driven Leadership: A Framework for Driving Change

8:45 pm CET

Jason Blakeney | [Belden inc.](#)

2:45 pm EDT

AI Data Refinery - Using AI to Improve Your Master Data

30 MIN NETWORKING BREAK

9:45 pm CET

Dr. Joe Perez | [NC DHHS](#)

3:45 pm EDT

When a Tool is Not a Tool: AI gone C.O.L.D.

10:15 pm CET

Yadav Deepak | [Amazon](#)

4:15 pm EDT

Automating the Data Journey: How AI is Shaping Modern Platforms

10:45 pm CET

George Firican | [LightsOnData](#)

4:45 pm EDT

Why We All Need Data Quality and Data Governance

30 MIN NETWORKING BREAK

PROGRAM

THIRD LAP

September 18th | 2025

8:50 am CET **Natalia Kotova | ThinkLinkers**

2:50 am EDT Opening

9:00 am CET **Kaustubh Khatkhedkar | ABN AMRO Bank N.V.**

3:00 am EDT Data Quality Revolution: Transforming Organizations Through People and Processes

9:30 am CET **Omolola Ezeifeoma | Creative Foods Concepts Ltd.**

3:30 am EDT Championing Data Literacy: The Key to Successful Data Projects

15 MIN NETWORKING BREAK

PANEL DISCUSSION

10:15 am CET **Best Practices: How to Get Buy-In**

4:15 am EDT - Joanne Biggadike - TBC
- Kostas Tsirigos - TBC

10:45 am CET **Vinay Simha | Philips**

4:45 am EDT The Future of Data Management: How AI Will Transform Enterprise Data Strategies?

FIRESIDE CHAT WITH TBC

11:15 am CET **TBC**

5:15 am EDT reserved for partners

30 MIN NETWORKING BREAK

12:00 pm CET **Faustina Tolosa | Home Group**

6:00 am EDT Data Quality 101: Starting from Scratch

12:30 pm CET **Sheila Elz | Bayer**

6:30 am EDT Enhancing Data Quality and Governance with IDMP Ontology in Master Data Management

PROGRAM

September 18th | 2025

FOURTH LAP

1:00 pm CET **TBC | TBC**
7:00 am EDT reserved for partners

PANEL DISCUSSION

1:30 pm CET **Data Quality as a Part of Every**
7:30 am EDT **Data Professional's DNA**
- TBC - TBC
- TBC - TBC

FIRESIDE CHAT WITH TBC

2:00 pm CET **TBC**
8:00 am EDT reserved for partners

30 MIN NETWORKING BREAK

2:45 pm CET **Anas Alam | Citi**
8:45 am EDT Importance of Data in AI Projects

3:15 pm CET **Raffaella Traverso | European Investment Bank**
9:15 am EDT Data Fitness For Integration

3:45 pm CET **Kinda El Maarry & Tom Redman, the Data Doc**
9:45 am EDT The Organisational Shift Behind Better Data

4:15 pm CET **Esteban Monturus | Velcro**
10:15 am EDT Managing Master Data Like a Football Team

4:45 pm CET **Pio Marolla & Natalia Kotova | ThinkLinkers**
10:45 am EDT Closing

NETWORKING AFTER PARTY

TESTIMONIALS

Great Platform for people across industries across globe but one common data mindset

JP Morgan and Chase

Great setup, great energy. I liked the variety of topics covered and the various attendees presentations to see more people out there that are not beginner-level (more advanced in data) and the common painpoints we share and how to grow from them.

Aptar

I am very pleased with event. The agenda was very packed, though it was organized with such fasion and variety, that one could not get bored or tired. Most of presentations were very well prepared and creative.

Intersnack

I really enjoyed the event and the topics. All of the speakers were very engaging.

Shaw Communications

The marathon was informative and entertaining, super great efforts. The event was full of excellent topics and speakers... keep it up

Baader Food Systems

It was a wonderful event! The energy was fantastic! Loved the passion of the presenters

MSD

A new educational experience

ECCO Shoes

It was good to see what's going on outside of my "little world" of data!

Givaudan

Very informative, relevant, and useful to my current role!

Zalando SE

Well organized, Entertaining and insightful topics, Great speakers

Philips

Great event. Very Informative. Great speakers. I also really enjoyed the networking with other data enthusiasts

GN Store Nord

Valuable . Very good of energy with willingness to help each other. The Hard work behind the screen feels. Love to you all and to Scott.

SEB

INFORMATION

#MASTERDATAMARATHON
#DATAMANAGEMENTMARATHON



FOCUSED FORMAT

50 speakers
2 days!
Q&A sessions
High-energy & positive tone
Curated and moderated by
ThinkLinkers and Scott Taylor

WHO SHOULD ATTEND?

Are you involved in Data?
We all are!
Whether you are a Data
Management Practitioner,
or you are from the
Business side, trying to get
a grasp of how Data can
help you achieve your
existing objectives, this
Marathon is for you.

CONTACT US

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ABOUT

The Data Management Marathon 8.0 is officially ON.

On September 17-18, we're bringing together 200+ Data experts from around the world for 2 days of nonstop learning, networking and knowledge sharing.

This is the cult online event where Data lovers, practitioners and leaders meet to discuss innovative ideas, challenges and solutions that actually work.

All of that, from the comfort of your home, at your own pace. Yes!

Join our virtual community on a journey towards Data excellence.

Speakers from all over the world will cover topics spanning from MDM, Data Quality, Data Governance to more progressive topics like Generative AI business use cases, always aiming to separate the hype from the valuable.

This is where 200+ practitioners, influencers, Data lovers and enthusiasts come together to share all that is needed to succeed today. Do you want to become one of them?

#yougottabethere

PEOPLE. BUSINESS. TECHNOLOGY

