



13th DATA MANAGEMENT & AI THINKLAB

APRIL 22-24
2026

PRAGUE,
CZECH REPUBLIC

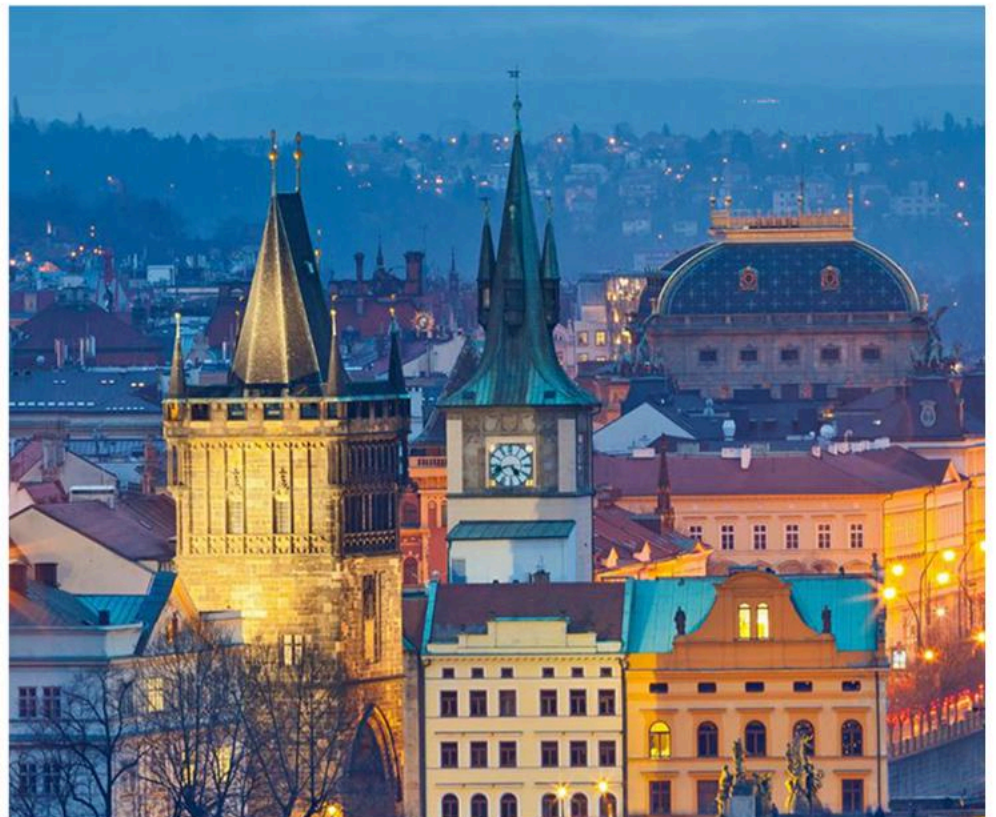
ELITE
PARTNERS



EXPERT
PARTNERS



ASSOCIATE
PARTNER



MEDIA PARTNERS



EXPERT SPEAKER PANEL



Martin Treder
Head of MDM
Governance &
Architecture
Boehringer Ingelheim



Eeva Randén
Data Governance Lead
Säästöpankkiryhmä



Shamik Banerjee
Senior Manager -
Data & Analytics
Products
BAT



Oksana Karpenko
Data Quality Data
Governance Officer
NN Group



Habib Baghirov
Associate Director
AstraZeneca



Shaheen Alladin Itchir
Founder & CEO
ACROPORA DATA



Pio Marolla
Founder and CEO
ThinkLinkers



Natalia Kotova
Project Director
ThinkLinkers



Richard Henry
Commercial Director
Bluestonex



Wouter Mertens
AI Governance Field CTO
Collibra



Ronald Baan
Mentor and Trainer Data
Management Mastering
Data / VP Marketing
DAMA International



Nataliya Kobina
Senior Business
Development
Manager
Danish Crown



Frédéric Robert
Innovation and Data
Advisory Director
Apgar



Marijke Majoor
CDO / Head of
Data & Analytics
NIBC Bank



Sjoerd Swanenberg
Associate Director
NIBC Bank



Venkatraman Ganesan
Head of Product
Master Excellence
Henkel



Kamalika Ghosh
Data Strategy &
Engineering Leader
Philips



Lee McClafferty
Senior Product Owner
RS Group plc



Elias Negrin
Product Owner
Rabobank



Stefan de Groot
Master Data Lead EMEA
EnerSys



Jan Sedláček
IT Enterprise Data
Management Architect
Škoda Auto



Tamás Kuczik
Senior Data & AI
Governance Consultant
PwC



Kazik Surala
Head Of Data Platforms
And Partnerships
Visa

09.00 – 09.30 Networking Coffee, Ready to Start! Opening**09.30 – 12.30 WORKSHOP #1:****Data & AI Strategy Essentials: Practical Guide**

In today's data-driven world, a clear Data & AI strategy is essential to turn growing volumes of data into sustainable business value. It provides a shared direction that aligns data, technology, and people with strategic objectives, ensuring that investments in Data & AI are purposeful rather than fragmented.

- Do you actually need a Data AI Strategy?
- Key building blocks of a Data Strategy and practical implementation steps
- Practical examples and interactive discussion – bring your own use case

Oksana Karpenko

Data Quality Data Governance Officer

NN Group

12.30 – 13.30 Lunch Time**13.30 – 16.30 WORKSHOP #2:****Data-Driven Data Management: Measuring What Matters**

How do you know your data management program is truly working and how do you prove it? Many teams ask the business to trust the data but struggle to show evidence of their own impact. In this hands-on workshop, we'll explore how to measure and monitor data management itself. Because if you can't demonstrate value, every budget discussion becomes a fight.

- Turning data management from invisible work into measurable business value
- Using metrics to convince leadership and build momentum
- Hands-on: reviewing a data dashboard and creating your own measurement starter kit

Ronald Baan

Mentor and Trainer Data Management Mastering Data / VP Marketing

DAMA International



08.30 – 09.00 Registration & Networking Coffee Break
09.00 – 09.10 Ready to Start! Opening



09.10 – 10.00 Data Ownership – a Fascinating Journey at Boehringer Ingelheim

Hardly any gap in data governance hurts as much as lack of data ownership. Yet, most organisations struggle with the introduction of an effective ownership setup. And there is no universal recipe for success. However, some of the steps we are taking at Boehringer might be of interest for you if you face similar challenges.

- Issues with unclear data ownership at Boehringer
- Typical obstacles when trying to clarify data ownership
- Boehringer's Master Data Ownership concept, and how we got there
- How we position this ownership concept within the organisation
- Our approach of rolling out the concept
- First benefits of having this concept in place

Martin Treder

Head of MDM Governance & Architecture

Boehringer Ingelheim



10.00 – 10.30 Beyond Traditional Planning: Using Steer, Build, Run for Continuous Data Governance Development

This presentation introduces a revolutionary approach: applying the "Steer, Build, Run" methodology to develop adaptive, business-aligned data governance that actually gets adopted rather than circumvented.

- Turn governance into a business enabler through iteration
- Focus on high-impact components for faster value
- Use feedback loops to keep policies effective
- Build buy-in with gradual, step-by-step rollout
- Balance compliance with agile practices

Ronald Baan

Mentor and Trainer Data Management Mastering Data / VP Marketing

DAMA International





10.30 – 11.10 From Tables to Meaning: How a Semantic Layer in Collibra Gives AI the Business Context It Needs

Everyone talks about AI-ready data. Almost no one talks about what makes data understandable. Not just to machines, but to the people who need to trust it. Without business context, AI is just processing columns and rows with no clue what they mean. The semantic layer bridges that gap, connecting physical data to business meaning so that both people and AI can make better decisions. In this session, PwC, Collibra, and Škoda Auto share how they built it.

- The problem: physical catalogs full of tables, zero shared meaning
- Structuring physical, logical, and conceptual layers in Collibra
- Integrating Sparx Enterprise Architect logical data models into Collibra
- Getting data architects and business stakeholders to meet in the middle
- How the semantic layer gives AI the business context to deliver real value

Jan Sedláček

*IT Enterprise Data
Management Architect*
Škoda Auto

Tamás Kuczik

*Senior Data & AI
Governance Consultant*
PwC

Wouter Mertens

AI Governance Field CTO
Collibra

11.10 – 11.40 Networking Coffee Break



11.40 – 12.10 Agentic AI Implementation - Lessons Learnt

- AI agents: What is it about
- Main principles and frameworks up to date
- Practice vs theory – first lessons learnt

Oksana Karpenko

Data Quality Data Governance Officer
NN Group





12.10 – 12.40 From Data Quality to Competitive Advantage: Building an AI-Ready Enterprise Data Backbone

Master Data must evolve from a control function into a measurable business enabler. This session will demonstrate how integrating data quality, platform architecture, and domain ownership into a unified enterprise data backbone enables scalable digital products and trusted AI use cases. The focus is on practical transformation principles that turn high-quality master data into competitive advantage.

- Why governance alone is not enough
- Designing the enterprise data backbone
- From control to competitive advantage
- Making business impact measurable

Venkatraman Ganesan

Head of Product Master Excellence

Henkel



12.40 – 13.20 Breaking Free from Legacy Systems: Data Transformation with Maextro

Overcoming legacy limitations: How RS Group modernised outdated systems to remove product induction bottlenecks, automate data processes, and build a scalable platform to support global growth.

Driving speed and efficiency: Learn how adopting Maextro on SAP BTP replaced manual, sequential workflows with automated, parallel processes resulting in over 6× faster product introduction and a stronger customer-first operating model.

Lee McClafferty

Senior Product Owner

RS Group plc

Richard Henry

Commercial Director

Bluestonex

13:20 – 14.50 Lunch Time

**From Data Chaos to Data Trust:
Building Governance that Scales**



THINK
LINK
Build it





14:50 – 15.30 From Master Data to Machine Intelligence: Building the Enterprise Context Layer

Explore how MDM and metadata create a unified context layer, enabling trusted, scalable, and explainable AI.

- Understand why AI initiatives fail without a trusted master data backbone
- Identify the critical role of metadata in providing business context and governance
- Learn how to design and implement an Enterprise Context Layer
- Discover practical steps to move from AI pilots to sustainable, enterprise-scale deployment

Frédéric Robert

Innovation and Data Advisory Director

Apgar

15:30 – 16.00 Networking Coffee Break

16.00 – 17.30 Roundtable Sessions

1. The Digital Journey and Data as a Foundation
2. Data Quality as a Part of Every Data Professional's DNA
3. How We Can Make the Data and AI-driven Transformation in Companies Successful
4. From Data to Value: Crafting Impactful Data Use Cases for Business Success

Roundtable discussions are focused brainstorming discussions on topics chosen by YOU, where in the end, you get to present with your team your findings and lessons learned. These sessions blur the line between audience and speakers, creating an interactive environment where everyone is a learner and teacher, and where great ideas are shared and weaved together.

The 4 roundtable discussion topics are currently being designed based on research and feedback from Data professionals:

17:30 Day 1 Wrap Up



08.30 – 09.00 Networking Coffee Break

09.00 – 09.10 Ready to Start! Opening



09.10 – 09.40 Trust by Design: People-Centric Data Governance for Responsible AI

Trust is becoming the core currency as organizations push forward with AI. This talk explores how people-centric data governance enables transparency, shared understanding, and responsible innovation. By people-centric practices like clear roles, common language, and explainable data flows we create the foundation for trust in AI.

- Trust in AI starts with people-centric data governance
- Human-first governance speeds up innovation
- Trust becomes a competitive advantage in the AI era

Eeva Randén

Data Governance Lead

Säästöpankkiryhmä



09.40 – 10.10 From Spaghetti to Lasagna: The Journey to Master Client Data

- Mapping and aligning fragmented client data across systems, processes, and business lines
- Building match-merge, survivorship, and validation rules that reflect real-world complexity
- Delivering measurable business value-risk reduction, efficiency, and better business processes

Sjoerd Swanenberg

Associate Director

NIBC Bank

Marijke Majoor

CDO / Head of Data & Analytics

NIBC Bank



10.10 – 10.40 Because AI Doesn't Fail - Organizations Do (Until They Fix Their Data DNA)

AI pilots are everywhere, but real success stories are rare. The reason isn't the technology, it's the culture, governance, and data foundations behind it. In this session, Shamik explores why 95% of AI pilot projects fail and how organizations can fix their "Data DNA" to turn AI from experiment into business impact.

- The 5 silent killers that doom AI pilots before they scale
- How data culture shapes every AI outcome - good or bad
- Why AI governance isn't bureaucracy, but your growth engine
- A practical roadmap to move from pilot → production → performance

Shamik Banerjee

Senior Manager - Data & Analytics Products

BAT

10.40 – 11.10 Networking Coffee Break



11.10 – 11.40 Where Decisions Happen: Embedding Intelligence into the Flow of Work

- *Mapping decision points – Identify where critical decisions happen and what drives them*
- *Embedding intelligence in workflows – Deliver insights and recommendations directly where work happens*
- *Closing the loop – Link decisions to outcomes and continuously improve*

Kamalika Ghosh

Data Strategy & Engineering Leader

Philips

11:40 – 12:20 Panel Discussion: Why Do Data & AI Projects Fail?

This panel discussion focuses on exchanging worst practices that prevent Data Management and AI initiatives from delivering real value. While we often hear success stories, many projects fail quietly due to weak data foundations, unrealistic AI expectations, or organizational challenges. What are the red flags to watch out for and what should be avoided?

- Exchange of ideas and experiences
 - Common data & AI mistakes and how to prevent them
 - Practical examples and open discussion
 - Advice, lessons learned, and clear guidelines
- Shaheen Alladin Itchir
 - Stefan de Groot
 - Elias Negrin
 - Kazik Surala

12:20 – 13.40 Lunch Time



13.40 – 14.10 Beyond KPIs: How Master Data Became the Catalyst for Our P2P Revolution / Transformation

- From fixing data to fixing the business: how Danish Crown turned Master Data into a change engine
- Why “perfect” KPIs can hide deeper structural issues and how to turn them into business insight
- Explore a real-world story of how data can drive organisational change NOT just compliance

Nataliya Kobina

Senior Business Development Manager

Danish Crown



14.10 – 14.40 Scientific Master Data Management at AstraZeneca

- Why complex domains challenge traditional Master Data Management
- How Science MDM models evolve entities and rich relationships
- The role of metadata and context in managing complex Master Data
- Architectural patterns for highly connected data domains

Habib Baghirov

Associate Director

AstraZeneca



14.50 – 15.20 How External Market Context Improved AI-Driven Daily Action-Making

How an FMCG company improved daily field-team decisions by combining internal execution data with external market context.

- Where BI and AI fall short: identifying decisions that underperform without context
- How external data improves decisions: adding external signals to strengthen specific use cases and recommendations.
- How insight becomes business value: embedding recommendations into daily workflows, tracking actions taken and measuring impact.

Kazik Surala

Head of Data Platforms and Partnerships

Visa

15.20 – 16.00 Networking Coffee Break

16.00 – 16:30 Interactive Brainstorming Session:

Lessons learned and how to implement them in your organization

16.30 Day 2 Wrap Up and Conclusion



TESTIMONIALS

” A very relevant conference with many good speakers. The setting with the limited number of participants gave good opportunity to interact both with speakers and other participants

Maersk Drilling

” The conference was very interesting and productive. The atmosphere was great thanks to limited number of the guests. I was able to meet specialists that helped me with my actual questions.

Terumo Europe

” I had the great pleasure of joining a brilliant group of Data leaders at thinklinkers conference. Great discussion and debate, brilliant presenters and a really great environment created to enable shared learning and experience.

Marks and Spencer

” Learning from brilliant minds is one thing. But truly connecting, sharing and shaping the future of data together - that's what made the ThinkLinkers ThinkLab so special.

Mobile.de

” I always love working with the fabulous folks at ThinkLinkers. I've watched as they built an amazing global community of enterprise practitioners and leaders who are passionate about data management. Their flagship events, the Data Management Marathon and ThinkLabs, continue to attract experts from all parts of the data space with a thoughtful, engaging, and fun agenda that is a joy to participate in.

Scott Taylor, The Data Whisperer

” Well organized and engaging event! I appreciated interactive format the quality of the speakers and practical insights shared. The small group that made networking easy and meaningful.

European Investment Fund (EIF)

” Fantastic opportunity to hear other people expertise and share ideas with data people. Thanks you for organising this event so well. I find conference as one of the best I was. It was visible that everybody felt like at home- well done!!!

Vesuvius

” It was truly inspiring to connect with such passionate and talented individuals who share my enthusiasm for data, people, and lifelong learning. The conversations, insights, and energy in the room were nothing short of incredible.

Volvo Penta

” Great event, amazingly organized. Nice venue, informative sessions and fantastic people. Love the reception, enthusiasm and professionalism keep up the good work!

Edwards Lifesciences

” The event was truly inspiring packed with hands-on learning and meaningful conversations. Even the week after, I'm still reflecting on the insights and reviewing my notes to apply them at my company. I'm grateful for the experience, the connections made, and the opportunity to grow. Looking forward to what's next!

Knauf

ABOUT THIS EVENT

The Data Management and AI ThinkLab is an independent, vendor agnostic, business value-driven event.

We prioritize case studies and practical insights, leaving ample space for questions, interactions and debate.

In this edition we will tackle head on the prerequisites for AI adoption, balancing the need for data foundations with the increasing demand for speed of innovation.

Our discerning speakers, participants and partners join the ThinkLab for its intimate atmosphere, its focus on business value rather than hype and superior networking.

If you are looking for an alternative to large scale events and prioritise quality over quantity, the ThinkLab is the event for you.

Refined, improved and perfected since 2016.



Imagine a room where everyone enters as a stranger and exits as a (data) friend. This is the Data Management ThinkLab.



Pio Marolla
Founder and CEO
ThinkLinkers

Pio Marolla

WHO SHOULD ATTEND?

VP, Heads, Directors, CXO, Senior Managers, Leads:

- Data Governance
- MDM and Data Management
- Data & AI
- Data Analytics
- CDOs
- CDAIOs
- Enterprise Information Management
- Data Architecture

FOCUSED FORMAT

- 5+ hours Networking With Senior Professionals
- Value-driven, Practical Content
- Case Studies and Real-world Presentations
- Interactive Discussions and Roundtable Sessions
- 1:1 Meetings and Peer-to-Peer Exchanges
- People-centric, Collaborative Environment
- From Data Topics to Business Outcomes

80% data practitioners, end-users

20% vendors



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