

THINK  
LINKERS

# 13th DATA MANAGEMENT & AI THINKLAB

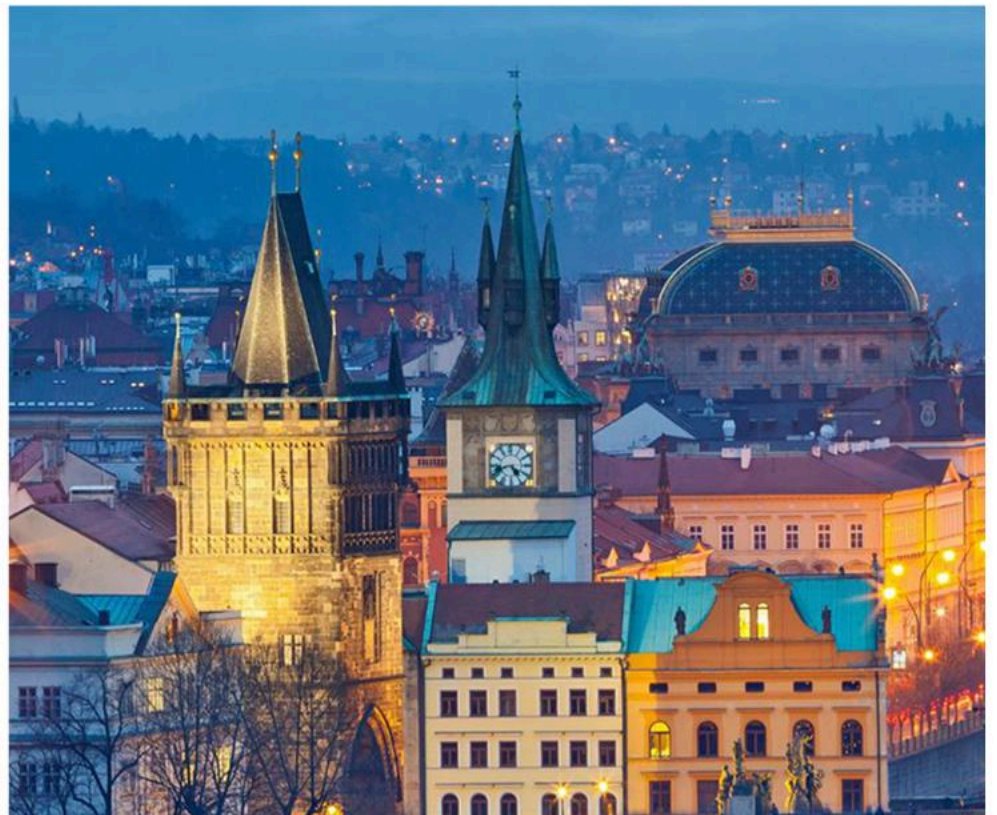
APRIL 22-24  
2026

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# EXPERT SPEAKER PANEL



**Martin Treder**  
*Head of MDM  
 Governance &  
 Architecture*  
**Boehringer Ingelheim**



**Ilja Hermans**  
*Director & Strategic  
 Leader in Data  
 & Analytics*  
**Philips**



**Shamik Banerjee**  
*Senior Manager -  
 Data & Analytics  
 Products*  
**BAT**



**Oksana Karpenko**  
*Data Quality Data  
 Governance Officer*  
**NN Group**



**Nataliya Kobina**  
*Senior Business  
 Development  
 Manager*  
**Danish Crown**



**Pio Marolla**  
*Founder and CEO*  
**ThinkLinkers**



**Natalia Kotova**  
*Project Director*  
**ThinkLinkers**



**Andreea Judele**  
*Global Material  
 DQM Manager*  
**Henkel**



**Christelle Patriarca**  
*The Data leader's Coach*  
**Data is Life consulting**



**Ronald Baan**  
*VP Marketing*  
**DAMA International**



**Eeva Randén**  
*Data Governance Lead*  
**Säästöpankkiryhmä**



**Richard Henry**  
*Commercial Director*  
**Bluestonex**



**Marijke Majoor**  
*CDO / Head of  
 Data & Analytics*  
**NIBC Bank**



**Sjoerd Swanenberg**  
*Associate Director*  
**NIBC Bank**

...and many more to be added soon!

[WWW.THINKLINKERS.COM](http://WWW.THINKLINKERS.COM)

**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:**

**TBC**



**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 "Walk on clean floors" - the Data Quality Journey at Henkel**

*Most of us struggle to define what good looks like and, once defined, there is a world of choices on what to do next. What does it take to actually deliver in Data Quality and to drive a program for Data Quality? In this use case, you will see the concrete steps taken in Adhesives Material Master Data at Henkel and the focus for the future.*

- Building our blueprint for data quality excellence
- Preparing and implementing the right data quality tool
- Developing skilled team members for sustainable data quality
- Envisioning the future of our data quality program

**Andreea Judele**

*Global Material DQM Manager*

**Henkel**





### 10.30 – 11.00 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**

*VP Marketing*

**DAMA International**

### 11.00 – 11.30 Networking Coffee Break

### 11.30 – 12.00 TBC



### 12.00 – 12.30 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**



### 12.30 – 13.00 Breaking Free from Legacy Systems: Data Transformation with Maextro

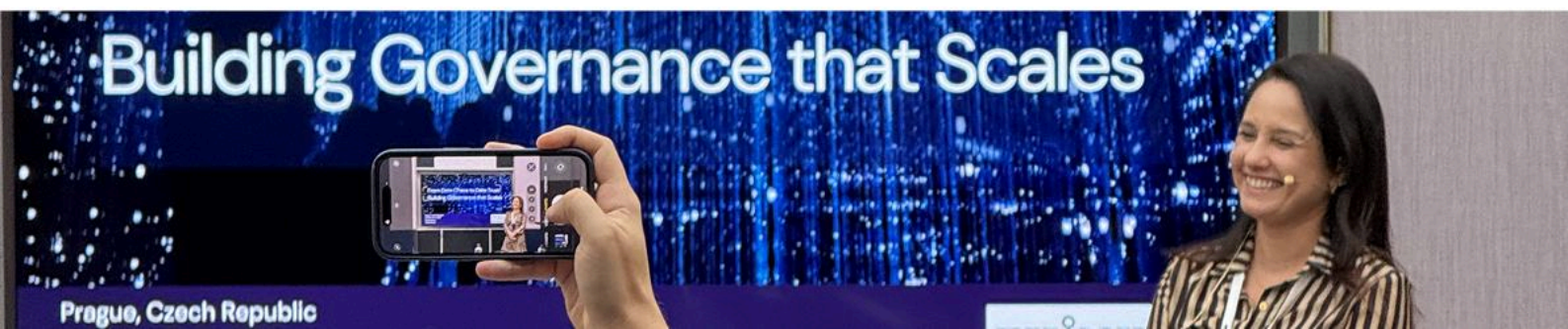
**Overcoming legacy limitations:** How RS Group modernised outdated systems to remove product induction bottlenecks, automate data processes, and build a scalable platform to support global growth.

**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.

**Richard Henry**

*Commercial Director*

**Bluestonex**



## 13:10 – 14.30 Lunch Time



### 14:30 – 15.00 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**

## 15.00 – 15.30 Reserved for 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 Lost in Translation: The Culture Gap Between Data and Decision-making. How Data Leaders Can Bridge Context Gaps and Turn Data Into Action.**

*Every data request reflects a deeper decision need. Drawing on anthropology and decision science, this session shows how uncovering real intent behind business questions strengthens the link between analysis and action. Learn how human context and behavior can transform how data teams communicate insights and drive impact.*

- Real-life examples of turning data questions into impact
- “Translation archetypes” – intent behind common data questions
- Practical framework for decoding intent, co-creating meaning and taking stakeholders along in the data journey
- How being an ethnographer and observer can help you become a translator and trusted advisor

**Ilja Hermans**

*Director & Strategic Leader in Data & Analytics*

**Philips**

**09.40 – 10.10 TBC**



**10.10 – 10.50 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**



## 10.50 – 11.20 Networking Coffee Break



### 11.20 – 11.50 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

## 11:50 – 12:30 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



**12:30 – 13.50 Lunch Time****13:50 – 14.20 TBC****14.20 – 14.50 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****14.50 – 15.20 TBC****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



**@Natalia Kotova**  
Project Director  
Mob: +420 777 703 608  
Email: Natalia@thinklinkers.com  
www.thinklinkers.com



**@Sabina Atisheva**  
B2B Sales Representative  
Email: info@thinklinkers.com  
www.thinklinkers.com