THINK LINKERS

14th DATA MANAGEMENT & AI THINKLAB

OCTOBER 21-23, 2026

PRAGUE, CZECH REPUBLIC

Expert Partners

Joyful Craftsmen

BOSCH

Associate Partner

Bluestonex The SAP BTP experts

Media Partners

AVEDIGITAL

the group of analysts

SHE LEADS

EXPERT SPEAKER PANEL

Maayan Batit
Head of Data & AI Enablement
Beach Bum

Pio Marolla
Founder and CEO
ThinkLinkers

Tatiana Dolgopolova
Principal Data Management
Diconium

Kostas Tsirigos
Team Lead Data Management
Alfa Laval

Feroz Khan
Maextro Solution Owner
Bluestonex

Natascha Bowen
Lead Data Architect
Deutsche Bank

Jaroslav Reken
CTO, Chief Data Strategist
Joyful Craftsmen

Natalia Kotova
Project Director
ThinkLinkers

Tereza Ondroušková
AI Transformation Officer
Raiffeisenbank Česká republika

Bouke Feenstra
Principal Consultant Data & Process Management
Bosch

Begum Erdemir
SAP Data Migration & Master Data Lead
Mercedes-Benz Türk A.Ş.

Tiina Soininen
Lecturer in Knowledge Management
Karelia University

Ela Matunakova
Data Asset Director, Data Quality, Data Governance Horizontal Lead, Commercial Digital Product
Procter & Gamble

Julia Kutscher
Chief Product Owner for Business Partner Master Data S/4 & Digital Transformation
Bosch

Mariia Markovych
Head of Data Governance, ad-interim Head of Issuance Services
Clearstream

Robert Børlum Bach
Head of Data Architecture and Transformation
JP/Politikens

...and many more to be added soon!

09.00 – 09.30 Networking Coffee, Ready to Start! Opening

09.30 – 12.30 WORKSHOP #1:

Data Governance: Accelerating Context for AI Agents

AI agents will not scale in the enterprise without trusted, governed, and operationally usable context. This workshop will help senior data leaders determine which governance and MDM capabilities are genuinely required for enterprise AI agents, which existing assets are not yet fit for purpose, and how to prioritize, operationalize, and fund the context layer needed for trusted AI adoption.

You should be part of this workshop to:

- Learn practical lessons from real AI and data governance initiatives.
- Understand which types of context AI agents need to operate safely and effectively.
- Map AI context requirements to existing governance assets such as catalogues,
- glossaries, lineage, policies, and quality rules.
- Identify key context gaps between needed context and existing data governance assets
- Gain practical guidance on positioning data governance as an AI enablement capability and strengthening the investment case for it.

Jaroslav Reken
CTO, Chief Data Strategist
Joyful Craftsmen

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 Driving Coherence Across the Data Estate: Why Shared Understanding is the Missing Layer in Data Transformation

- Why data transformation stalls despite investment
- What organisational coherence really looks like
- How shared understanding bridges strategy and delivery
- Practical ways to enable good decisions by default

Natascha Bowen
Lead Data Architect
Deutsche Bank

10.00 – 10.30 Your Data Doesn't Have an AI Problem - It Has a Discovery Problem

Every organization wants to be AI-ready, but most still struggle to answer basic questions: What data do we have? Can we trust it? Who owns it? How do we reuse it?

- Why discoverability is the hidden bottleneck in data and AI initiatives
- Moving from "data storage" to "data as a managed asset"
- How metadata becomes the glue between governance, analytics, and automation
- Lessons learned from implementing FAIR principles at scale
- Connecting data catalogs to workflows, cloud platforms, and reproducible analysis

Kostas Tsirigos
Team Lead Data Management
Alfa Laval

10.30 – 11.10 Scalable and AI-Ready Master Data Platform for a Complex Multi Business Corporation: A Blueprint for Success

Real-World Bosch Case Study describing

- Balancing standardization with business autonomy within a complex multi-business environment
- Boschs' holistic approach - from governance and architecture to concept, implementation and operations
- Key capabilities, from S/4 HAHA integration accelerators to a future-proof fundament enabling AI use cases

Julia Kutscher
Chief Product Owner for Business Partner Master Data S/4 & Digital Transformation
Bosch

Bouke Feenstra
Principal Consultant Data & Process Management
Bosch

11.10 – 11.40 Networking Coffee Break

11.40 – 12.10 Who Owns the Data? Power, Politics & the Future of Data Democracy

As data becomes a matter of governance, trust, and public value, the real challenge is no longer interoperability, it's alignment. This session explores how Finland transformed fragmented regional systems into a shared national asset, offering practical lessons for Europe on data democracy, governance, and scalable collaboration.

- 13 regions. 13 governance models. One shared vision?
- Why governance alignment matters more than technology
- Data modelling reflects priorities, power, and policy choices
- How Finland transformed fragmented systems into a trusted national asset

Tiina Soininen
Lecturer in Knowledge Management
Karelia University of Applied Sciences

12.10 – 12.40 TBC

13:20 – 14.50 Lunch Time

12.40 – 13.20 Panel Discussion: From Data Management to AI Enablement: How Data Roles Are Evolving

The traditional boundaries between data management, governance, analytics, and AI are starting to blur. As AI automates technical tasks and regulation raises the stakes for accountability, organizations need professionals who can bridge multiple disciplines. This ThinkLab will debate whether the future belongs to specialists, generalists, or a new generation of hybrid data professionals capable of combining business understanding, governance expertise, and AI fluency.

- **Ela Matunakova**
- Tatiana Dolgopolova
- Feroz Khan
- TBC

14:50 – 15.30 Reserved for Partners

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 Setting up the backbone for scale: Data Governance as a Strategic Enabler in the Digital Age

In a world increasingly driven by data, AI, and accelerating digital transformation, Data Governance becomes a strategic enabler underpinning critical data foundations, for scalability, innovation, and operational resilience. As institutions re-think their approaches to data management, the session offers a hands-on practical insight on setting modern data governance within the context of global organization; from scaling across multi-lingual cross-functional teams, to myths vs. practical realities and more.

- DNA re-set: turning governance from an isolated effort into enterprise-wide capability
- Scalability pillars: operating model, people, data and platform readiness
- A paradigm shift: when governance needs to be agentic too

Mariia Markovych
Head of Data Governance, ad-interim Head of Issuance Services
Clearstream

09.40 – 10.10 Is Enablement Governance with Better Marketing?

Data governance gets renamed every few years: Data Management, Stewardship, Compliance, Enablement, and now AI Readiness. The name changes, but the work and backlog doesn't. This talk takes apart the latest rename, governance to enablement, and asks what actually separates them, what doesn't, and why the AI tsunami is what makes the difference. The talk will draw on our experiences at JP/Politiken Media Group.

- The same data team backlog, renamed five times in twenty years
- What governance and enablement actually share, and what they don't
- Why you need both, governance to ground it and enablement to deliver
- Why AI change the stakes

Robert Børlum Bach
Data Architecture and Transformation
JP/Politikens

10.10 – 10.40 Three Years, a Lot of Lessons: AI Transformation in a Bank

Tereza has been leading AI transformation at Raiffeisenbank CZ for three years. And the biggest lesson had nothing to do with technology. This session shares honest lessons from building an AI-ready bank inside a regulated financial institution: what blocked progress, why pilots don't scale, and what it really takes to move from isolated use cases to enterprise-wide change. Straight from the field: what worked, what didn't, and what she wishes she had known on day one.

- Why technology is the easiest condition to meet
- The behavioral byproducts of AI adoption nobody plans for
- Why "time saved" rarely equals "money saved"
- What governance before AI means in practice

Tereza Ondroušková
AI Transformation Officer
Raiffeisenbank Česká republika

10.40 – 11.10 Networking Coffee Break

11.10 – 11.40 TBC

11:40 – 12:20 Panel Discussion: Trust by Design: Can AI Ever Be Ethical Without Trusted Data?

AI is only as reliable as the data behind it. Poor data quality, hidden biases, and unclear ownership can quickly become ethical and regulatory risks. As organizations accelerate AI adoption, building trust is becoming just as important as building models.
This ThinkLab will discuss the relationship between AI ethics, data governance, and data quality, and explore what organizations must do to create AI systems that people can trust.

- **Tereza Ondroušková**
- Begum Erdemir
- Maayan Batit
- TBC

12:20 – 13.40 Lunch Time

13.40 – 14.10 Beyond Go-Live: Lessons Learned from Global SAP Transformations

How Data Ownership, Governance, and Organisational Learning Enable Sustainable Transformation

- Data ownership beyond implementation
- Governance under operational pressure
- Business & IT collaboration in global transformations
- Turning Hypercare into organisational learning
- AI as an enabler for knowledge management
- Practical governance frameworks
- Building transformation capability beyond Go-Live

Begum Erdemir
SAP Data Migration & Master Data Lead
Mercedes-Benz Türk A.Ş.

14.10 – 14.40 From Data Governance to Data Value: Building AI-Ready Data Products at Enterprise Scale

- Why "AI-ready data" starts with business ownership.
- Scaling data quality through automation and anomaly detection.
- Turning governance artifacts into reusable data products.
- Measuring business value from data management initiatives.
- Lessons learned from multi-market deployments.

Ela Matunakova
Data Asset Director, Data Quality,
Data Governance Horizontal Lead,
Commercial Digital Product
Procter & Gamble

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

Natalia Kotova
Project Director
ThinkLinkers

16.30 Day 2 Wrap Up and Conclusion

TESTIMONIALS

Fantastic oppurtunity 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

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

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

Edwards Lifesciences

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

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

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 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

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

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.

> 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

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.

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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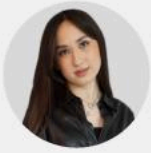

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