THINK LINKERS

15th DATA & AI THINKLAB

Where Data, AI and Human Intellect Connect

APRIL 22-23, 2027

PRAGUE, CZECH REPUBLIC



Media Partners

ÀVEDIGITAL SHE *LEADS*

EXPERT SPEAKER PANEL



Dana Julinschi
Senior Data Governance Officer
FMO



Martin Treder
Head of Data Management
Vaillant Group



Natalia Kotova
Project Director
ThinkLinkers



Elena Gorohhova
CDO/Head of Data
Luminor Group



Pio Marolla
Founder and CEO
ThinkLinkers



Rozaliya Khafizova
Data & AI Literacy Program Lead
Booking.com



Sheila Elz
Senior RIM Manager
Boehringer Ingelheim



Stef De Groot
Data Migration Lead
EnerSys



Nataliya Kobina
Senior Manager, Master Data Management
Danish Crown



Alessio Mezzacapo
Chief Data Officer
BancaStato



Evgeniya Alekseeva
Data Governance Lead EMEA
Aliaxis



Martin Vance
Data Quality & AI Readiness Manager
Reach plc

...and many more to be added soon!

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



09.10 – 09.50 Logical Data Architecture – Do We Need This Additional Layer in Data Management?

- What can happen if we translate business needs directly into a database schema?
- What is the problem with business demands that are solutions in disguise?
- What does a proper Logical Data Architecture consist of?
- How to use a Logical Data Model - in two directions

Martin Treder
Head of Data Management
Vaillant Group



09.50 – 10.20 Make Data Governance Tangible – Turn Data Quality into AI Readiness

- Data governance before AI
- From data quality to tangible governance
- From compliance to trusted AI
- Five lessons learned

Sheila Elz
Senior RIM Manager
Boehringer Ingelheim

10.20 – 11.00 Reserved for Partners

11.00 – 11.30 Networking Coffee Break



11.30 – 12.00 Building an AI-Ready Workforce: Data Literacy, Soft Skills & Cultural Transformation

- Data & AI literacy framework
- Change management
- Measuring business impact
- Practical program examples

Rozaliya Khafizova
Data & AI Literacy Program Lead
Booking.com





12.00 – 12.30 How EU Product Passports are Bringing Master Data into the spotlight

- Business Case on Implementing the EU Digital Battery Passport:
- Lessons learned about identifying data gaps, ownership challenges, and process disconnects across the organization.
- How compliance can act as a driver for better master data and data governance.
- Insights into how the EU rolls out Digital Product Passports and what this could mean for other industries.

Stef De Groot
Master Data Lead
EnerSys

12.30 – 13.00 Reserved for Partners

13.00 – 14.20 Lunch Time

14.20 – 15.00 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.



15.00 – 15.30 TBC

Dana Julinschi
Senior Data Governance Officer
FMO

15.30 – 16.00 Networking Coffee Break



16.00 – 17.30 Roundtable Sessions

1. AI Governance in Practice: Who Is Accountable When AI Makes Decisions?
2. The Future of Data Teams: Which Roles and Skills Will We Need in the AI Era?
3. Data Quality: Who Should Own It – IT, Data Teams or the Business?
4. SAP S/4HANA Transformation: Why Do Data Migration Projects Still Struggle?
5. From Data to Business Value: Why Are So Many Data Initiatives Failing to Deliver ROI?
6. Making Data & AI Transformation Work: Why Do People and Organisations Resist Change?

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



09.10 – 09.50 From Legacy Mess to AI-Driven Mastery: Transforming Data Management

- AI is already part of how we work
- Decide what to give to machines and what to keep for people
- Make room for focus and original thinking

Elena Gorohhova
Chief Data Officer
Luminor Group

Alessio Mezzacapo
Chief Data Officer
BancaStato

09.50 – 10.30 Reserved for Partners

10.30 – 11.00 Networking Coffee Break

11.00 – 11.30 TBC

11.30 – 12.00 Panel Discussion: Everyone Wants a Captain, Nobody Builds a Ship: Who Really Owns Data & AI?

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.

- Martin Vance
- Sheila Elz
- Dana Julinschi
- Evgeniya Alekseeva



12.30 – 13.00 United We Win: From Conglomerates to One Company. Case Study on the Power of Master Data in Driving Transformation

- From silos to one company: navigating the shift from independent business units to a shared strategic direction
- Master data as the foundation: why is it essential to create a common business language?
- The transformation journey: how do we build a sustainable enterprise-wide data backbone?
- The human side of change: challenging established mindsets and building a new culture

Nataliya Kobina
Senior Manager, Master Data Management
Danish Crown

13.00 – 14.30 Lunch Time



14.30 – 15.00 Earning Trust, Proving Value, and Preparing Data for AI

- Why buying another tool won't fix a trust problem
- "Good enough" beats perfect: focusing data quality effort where decisions depend on it
- Speaking the business's language: turning data quality issues into stories leaders act on
- Proving value early to win support and funding for data foundations
- What "AI-ready" really means when people, not platforms, are the bottleneck

Martin Vance
Data Quality & AI Readiness Manager
Reach plc



15.00 – 15.30 Shelf Life of Change: Making New Data Practices Stick

- Why people return to old habits even when they understand and support a new way of working
- What behavioral science can teach us about adopting and sustaining new data practices
- How everyday routines, competing priorities, and process design influence whether changes last
- Practical ways to make new processes, tools, and standards easier to adopt and maintain over time

Evgeniya Alekseeva
Data Governance Lead EMEA
Aliaxis

15.30 – 16.00 Interactive Brainstorming Session:

Lessons learned and how to implement them in your organization

16.00 – 16.30 Networking Coffee Break

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



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

Join Us!
LinkedIn: ThinkLinkers
Email: info@thinklinkers.com
www.thinklinkers.com