



THINKLINKERS

linking knowledge to success

ONE WORLD. ONE PEOPLE. ONE DATA

MASTER DATA MARATHON

SEPTEMBER 29TH | 3PM (CET) | 9AM (EDT)

SEPTEMBER 30TH | 4PM (CET) | 10AM (EDT)



George Firican



Pio Marolla



Scott Taylor



Susan Walsh



Kate Strachnyi



Cristian Mota



Maciej Kaliszka



Hassan Achoumi



Christelle Patriarca



Buvana Radhakrishnan



Carl Smith



Deepa Mohan



Jacky Cheong



Matt Siomra



Sheila Elz



Sonal Goyal



Luca Condosta



Vinay Simha



Lars Kjoeller



Martin Treder



Paul Jones



Yaniv Naor



Balaji Rajamani



Jaymin Darbari



Akbar Moshur



Helle Lindsted



Kerry Young



Paul Rowley



Marc Alvarez



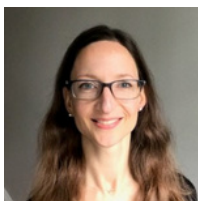
George L'Heureux Jr.



Joseph Santos



Natalia Kotova



Cecilia Petit



Doug Kimball



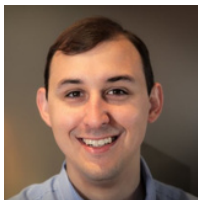
Tsvetelin Anastasov



Doug Laney



Pedro Cardoso



Tyler Warden



Greg McLaughlin



Bo Andersen

PROGRAM

FIRST LAP

- 3:00 pm CET **Pio Marolla and Scott Taylor**
9:00 am EDT Opening
- 3:30 pm CET **Luca Condosta | ABB**
9:30 am EDT Leveraging on Master Data Management to Reduce Process Complexity
- 4:00 pm CET **Kerry Young, Paul Rowley | Winshuttle**
10:00 am EDT **and Marc Alvarez | Thomson Reuters**
Multi-Domain MDM in Action
- 4:30 pm CET **Martin Treder | Boehringer Ingelheim**
10:30 am EDT What Data Governance Can Learn from Politics
- 5:00 pm CET **Sheila Elz | Bayer**
11:00 am EDT Assessing the Master Data Challenges of Compliance to Global Regulatory Requirements
- 5:30 pm CET **Doug Kimball | Stibo Systems**
11:30 am EDT Beyond PIM, More than Just Product Data - Multidomain for the Win
- 6:00 pm CET **PANEL DISCUSSION**
12:00 pm EDT **Why MDM Initiatives fail?**
-Scott Taylor -Vinay Simha
-Carl Smith -Martin Treder

15 MIN BREAK

PROGRAM

SECOND LAP

- 7:00 pm CET **Tsvetelin Anastasov | BNP Paribas**
1:00 pm EDT Understanding Data-Driven Business Models
Cross-sectorial Data Transformation
Best Practices
- 8:00 pm CET **Hassan Achoumi | Nestlé**
2:00 pm EDT Why MDM Can Help Build the Resilience
to Survive Major Crises such as COVID-19
and Beyond?
- 8:30 pm CET **George L'Heureux Jr. and Cecilia Petit**
2:30 pm EDT **Dun&Bradstreet**
The Five Biggest Hurdles on the Master
Data Track
- 9:00 pm CET **Yaniv Naor | Hugo Boss**
3:00 pm EDT Customer Analytics - The Yellow Brick
Road from Data Management to
Customer Insights
- 9:30 pm CET **PANEL DISCUSSION**
3:30 pm EDT **Drive Business Value through
Data Governance**
-Scott Taylor -Yaniv Naor
-Carl Smith -Jaymin Darbari

15 MIN BREAK

PROGRAM

THIRD LAP

- | | |
|-----------------------------|--|
| 10:30 pm CET
4:30 pm EDT | Fireside Chat with Dun&Bradstreet
Joseph Santos and Scott Taylor
Speed of Data vs Speed of the Business |
| 10:45 pm CET
4:45 pm EDT | Kate Strachnyi and Scott Taylor
Interview
Master Data and Data Visualization |
| 11:00 pm CET
5:00 pm EDT | Fireside Chat with Stibo Systems
Doug Kimball and Scott Taylor
Multi-Domain MDM in Action |
| 11:15 pm CET
5:15 pm EDT | Scott Taylor and Doug Laney
Interview
INFONOMICS and Master Data |
| 11:30 pm CET
5:30 pm EDT | Pedro Cardoso and Tyler Warden
Syniti
Why No One Cares about MDM? |
| 12:00 am CET
6:00 pm EDT | PANEL DISCUSSION
Good Data Leads to Good Decisions
-Scott Taylor -Jaymin Darbari
-Deepa Mohan -Buvana Radhakrishnan |
| 12:45 am CET
6:45 pm EDT | Buvana Radhakrishnan ADP
Strategic Imperative for Data Privacy and Operational Efficiency |

PROGRAM

1:15 am CET

George Firican | Data Governance Expert

7:15 pm EDT

A Practical Introduction to Data Governance Maturity Models

15 MIN BREAK

2:00 am CET

Greg McLaughlin | Morgan Stanley

8:00 pm EDT

Adventures in Creative Data Management

2:30 am CET

Balaji Rajamani | Tetra Pak

8:30 pm EDT

DataWatt - Value Generation with Data

3:00 am CET

Matt Siomra | Leader, MDM Coach

9:00 pm EDT

Principles for Success for the Accountable Business Leader who now Owns an MDM Project

NETWORKING BREAK FOR 2HRS AND MORNING REPLAY

8:00 am CET

Sonal Goyal | Nube Technologies

2:00 am EDT

Bootstrap your MDM Journey with AI

8:30 am CET

Vinay Simha | Philips

2:30 am EDT

Adopting a Culture First Approach in MDM Initiatives

9:00 am CET

Jacky Cheong | Celcom Axiata Berhad

3:00 am EDT

Multi Domains MDM - Asset for Value Creation, GRC and Operational Efficiency

PROGRAM

FOURTH LAP

9:30 am CET

Bo Andersen and Lars Kjoeller

3:30 am EDT

Itelligence

Powering your Digital Transformation
Journey with Master Data

10:00 am CET

Helle Lindsted | Coloplast

4:00 am EDT

Master Data on Speed: How a Solid Master
Data Foundation Significantly Shortens
Project Implementations

10:30 am CET

Christelle Patriarca

4:30 am EDT

Data is Life Consulting

How to Translate a Business
Requirement into a Solid Data Proposal

11:00 am CET

PANEL DISCUSSION

5:00 am EDT

Securing the Business Engagement

-Scott Taylor -Maciej Kaliszka
-Martin Treder -Christelle Patriarca

15 MIN BREAK

12:00 pm CET

Paul Jones

6:00 am EDT

Nationwide Building Society

Prioritising Value: Why Data
Management Isn't About Data?

PROGRAM

LAST LAP

- 12:30 pm CET **Maciej Kaliszka | Absa Group**
6:30 am EDT Data Protection: The Next Frontier to
Democratising Data Management and
Federating Execution
- 1:00 pm CET **Fireside Chat with Winshuttle**
7:00 am EDT **Kerry Young and Scott Taylor**
MDM Trends
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15 MIN BREAK

- 1:30 pm CET **Cristian Motta | Cargill**
7:30 am EDT Data Governance - A Successful
Approach Model
- 2:00 pm CET **Buvana Radhakrishnan | ADP**
8:00 am EDT MDM - The Foundational Enabler for
Customer Centricity.
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15 MIN BREAK

- 2:45 pm CET **Susan Walsh | The Classification Guru**
8:45 am EDT Make Sure your Master Data has it's COAT on
- 3:15 pm CET **Akbar Moshur Alam**
9:15 am EDT **Conrad Electronic Group**
Machine Learning for Product Assortment

CLOSING

INFORMATION

#MASTERDATAMARATHON



FOCUSED FORMAT

50 speakers
24 hours non-stop!
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 Master
Data lover, 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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 www.thinklinkers.com

ABOUT

M D M Master Data Marathon, is the first and only Marathon on all things Master Data and on how to advance in your digital journey. A truly global event featuring the most inspiring data stories the world has to tell, moderated by the one and only, Scott Taylor, the Data Whisperer.

One World. Regardless of where you are, this virtual event targets and unites all geographic locations and unites all Countries regardless of the time-zones.

One People. We are ONE. The 2020 pandemic makes it even more clear that we are on the same boat, facing similar challenges, trying to stay human and stay in touch with one another despite the obstacles that physical distancing obliges us to endure. The M D M unites us all.

One Data. Data lovers know that already. Regardless of your company, your locations, your industry, the journey to elevate Data to a strategic asset is what unites us all. Master Data is the foundation of Digital Transformation, and whether your organisation is trying to win customers, improve efficiency or just take it to the next level, this Marathon will give you 24 hours of content, inspiration and practical lessons on how to make that happen.

Are you a data lover? This is THE Marathon you've got to run for.

ELITE PARTERS




MASTER DATA MANAGEMENT



EXPERT PARTNERS


NTT DATA Business Solutions



ASSOCIATE PARTNERS




omnichannel excellence



