THINKLINKERS
linking knowledge to success

MARCH 24TH-25TH | 2021
START: 3 PM CET/ 10 AM EDT

MASTER DATA MARATHON 2.0

ONE WORLD. ONE PEOPLE. ONE DATA
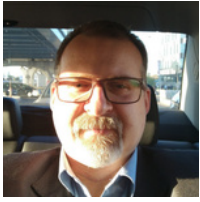
Pio Marolla

Scott Taylor

George Firican

Susan Walsh

Pedro Cardoso

Natalia Kotova

Jaroslaw Chrupek

Nicola Askham

Dr. Andreas Győry

Monica Kay Royal

Eugen Tissen

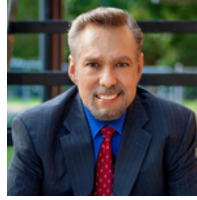Bill Schmarzo

Yaniv Naor

Yasemin Kural
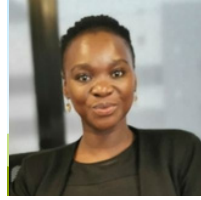
David Castro-Gavino

Denella D'Souza

Michael Hinds

Joseph Perez

Connie Munyai

Francesco Guidi

Brian Thomsen

Karina Okuyama

Ole Busk Poulsen

Cameron Amigo
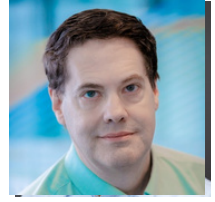
Jean-François Deldon

Laura Bejarano Granados

Tsvetelin Anastasov

John Thompson

Alessio Mezzacapo

T. Scott Clendaniel

Mads Flensted Hauges

Feroz Khan

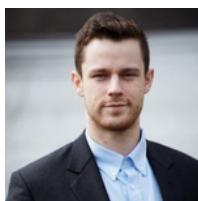Bianca Scholze

Greg McLaughlin
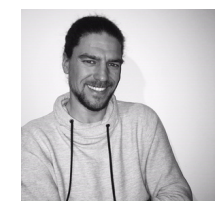
Dan Barton

Lars Kjøller

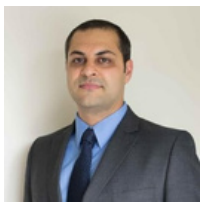Bo Andersen

Alyssa Sliney

Thorwald Herbert

Thomas Taresch

SPEAKERS

| Nikhil Bhatia | Benjamin Zwicker, | Jerome O'Leary | Tim Aumann | Anish Raivadera |

| Clemence W. Chee | SURPRISE GUEST | Ben Rund | SURPRISE GUEST | Marc Alvarez |

| Sumit Nagpal | Tim Woodhouse | Joe Leithauser | Shawn Zulfikar | Terry Britt |

...and many more
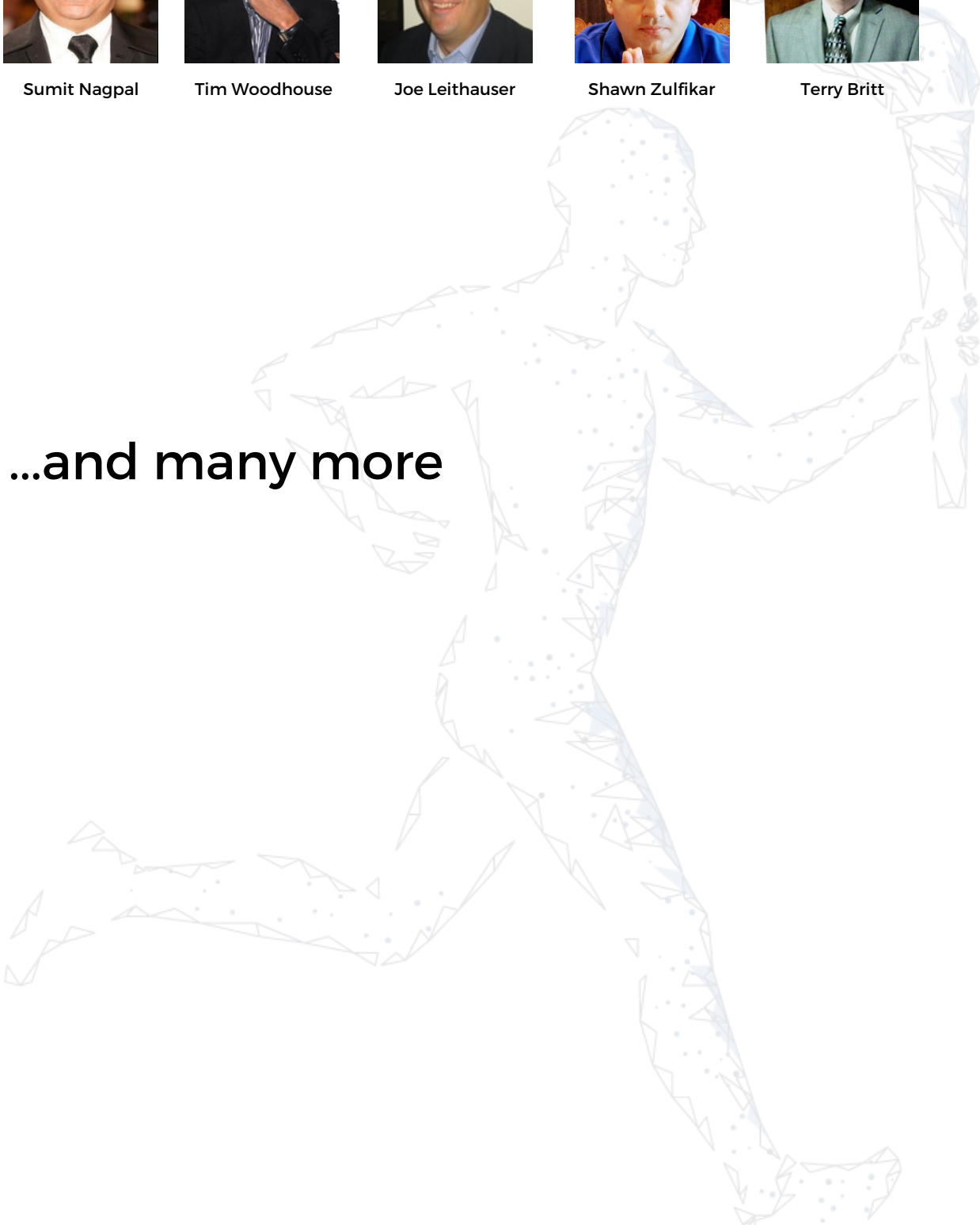
PROGRAM

3:00 pm CET
10:00 am EDT

Pio Marolla and Scott Taylor
Opening

3:15 pm CET
10:15 am EDT

Dr. Andreas Győry & Bianca Scholze | Adidas

Successful Data Catalogs are Built on
Active Communities and Automation

3:45 pm CET
10:45 am EDT

Ole Busk Poulsen | Nordea
How to Get Data Under Governance –
a Practical Approach

4:15 pm CET
11:15 am EDT

Brian Thomsen | Astrocytia
MDM as the New Neural Network
Driving Innovation, Business Transformation
and Creativity with MDM as the Central Network

15 MIN BREAK

5:00 pm CET
12:00 pm EDT

Fireside Chat with Semarchy
Thorwald Herbert and Scott Taylor
Measuring ROI of an MDM Project Using the
Proof of Value Approach

5:15 pm CET
12:15 pm EDT

Eugen Tissen | DB Schenker
Never Waste a Crisis: Best Practices at DB
Schenker on Restarting the Master Data
Management Journey

5:45 pm CET
12:45 pm EDT

PANEL DISCUSSION
The Human Dimension of Master Data

- Joe Leithauser   - Laura Bejarano Granados
- Terry Britt   - Tsvetelin Anastasov

15 MIN BREAK

PROGRAM

6:30 pm CET
1:30 pm EDT

Laura Bejarano Granados | Holt Renfrew
Data Governance: From Data Focused
to People Focused

7:00 pm CET
2:00 pm EDT

Fireside Chat with Itelligence
Bo Andersen, Lars Kjøller & Scott Taylor
Get the best MDM using⬚ AI, ML and RPA

7:15 pm CET
2:15 pm EDT

Yasemin Kural | Farfetch
Location/Geo Data - When Less is More!

7:45 pm CET
2:45 pm EDT

Pedro Cardoso | Syniti
The Journey to the MDM Promised Land -
It's a Question Of TRUST!

30 MIN BREAK

8:45 pm CET
3:45 pm EDT

Jerome O'Leary & Anish Raivadera
Dentsu International
Delivering Global Media Services with
the Intelligent Data Hub

9:15 pm CET
4:15 pm EDT

Bill Schmarzo | Chief Data Monetization Officer
**Recognized innovator, Educator, Practitioner
in Data Science, Design Thinking**
The Economics of Data, Analytics & Digital Transformation
GIVEAWAY

9:30 pm CET
4:30 pm EDT

Nikhil Bhatia and Ben Rund | Riversand
The Future of MDM is NOW

PROGRAM

10:00 pm CET
5:00 pm EDT

Joseph Perez
NC Department of Health & Human Services
Driving Decisions with Data: Delight or Disaster

10:30 pm CET
5:30 pm EDT

Fireside Chat with Syniti
Alyssa Sliney and Scott Taylor
Outcome Focused MDM

30 MIN BREAK

11:15 pm CET
6:15 pm EDT

Scott Taylor and Surprise Guest
Interview

11:30 pm CET
6:30 pm EDT

Fireside Chat with Winshuttle
Tim Woodhouse with Scott Taylor
MDM Opens Happiness

11:45 pm CET
6:45 pm EDT

PANEL DISCUSSION
Staying Human in the Automated World
-Shawn Zulfikar   -Greg McLaughlin
-Thomas Taresch   -Monica Kay Royal

12:15 am CET
7:15 pm EDT

Denella D'Souza | RBC
Building Data Pipelines that Can Empower Data Driven Analytics

12:45 am CET
7:45 pm EDT

John Thompson | CSL Behring
Analytics Teams – How and Why They are Different than You Think

GIVEAWAY

PROGRAM

1:30 am CET
8:30 pm EDT

Cameron Amigo | SPI Marine
My Journey Through Data Culture: The Power of One

2:00 am CET
9:00 pm EDT

George Firican | Data Governance Expert
10 Vs of Big Data

2:30 am CET
9:30 pm EDT

Michael Hinds | EnergyAustralia
Offensive vs. Defensive Master Data Management Strategies

8:30 am CET
3:30 am EDT

Mads Flensted Hauge | WeCare
Compliance Seen from a Data Management Framework Perspective

9:00 am CET
4:00 am EDT

Francesco Guidi | SWAROVSKI
Deliver Data Governance to Master Data Management: A Data Domain Approach

9:30 am CET
4:30 am EDT

Tim Aumann and Benjamin Zwicker
CAMELOT Management Consultants AG
From Strategy to Results - Approaches and Learnings fr SAP MDG Design and Implementation Projects

PROGRAM

10:15 am CET
5:15 am EDT

Karina Myeko Okuyama | Farfetch
Stairway to Heaven: 5 steps to Data Quality

10:45 am CET
5:45 am EDT

Jaroslaw Chrupek | Upfield
Is Implementation of MDM Tool a Nerve-Wrecking and Seemingly Pointless Project? How to Use this Opportunity to Grow Your Team and Make a Mark on the Business?

11:15 am CET
6:15 am EDT

Bo Andersen and Lars Kjoller | itelligence
The Covid-19 Impact on Your Master Data and Your Urgent Need to Adapt with Emerging Technologies

11:45 am CET
6:45 am EDT

Jean-François Deldon | Michelin
Know Your Customer - A People and Data Collaboration Story

15 MIN BREAK

12:30 pm CET
7:30 am EDT

Nicola Askham | The Data Governance Coach
Do I really need Data Governance for MDM?

1:00 pm CET
8:00 am EDT

Dan Barton and Feroz Khan | Bluestonex
Approaching an ERP Data Governance Strategy

1:30 pm CET
8:30 am EDT

PANEL DISCUSSION
Drive Business Value through Data Governance

- Greg McLaughlin
- Connie Munyai
- Clemence W. Chee
- Jean-François Deldon
- David Castro-Gavino

PROGRAM

2:00 pm CET
9:00 am EDT

David Castro-Gavino | HelloFresh

Data Product Thinking , the Key to Moving from a Data-Driven to a Data-Enabled Organization

2:30 pm CET
9:30 am EDT

Fireside Chat with Astrocytia

Brian Thomsen and Scott Taylor

MDM as the New Neural Network

15 MIN   BREAK

3:00 pm CET
10:00 am EDT

Scott Taylor and Surprise Guest

Interview

3:15 pm CET
10:15 am EDT

Alessio Mezzacapo | Cornèr Banca SA

MDM through Enterprise Data Model - Data Architecture View

3:45 pm CET
10:45 am EDT

Sumit Nagpal | Winshuttle

Marc Alvarez | Thomson Reuters

How Thomson Reuters Built a Foundation for Digital Transformation with a Strategic Approach to Multi-Domain MDM.

4:15 pm CET
11:15 am EDT

Susan Walsh | The Classification Guru

The Dangers of Dirty Data

4:45 pm CET
11:45 am EDT

Yaniv Naor | Hugo Boss

BlockChain Technology with Master Data Management - the Next Level

CLOSING & NETWORKING

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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☎ +45 65 74 12 37

🌐 www.thinklinkers.com

ABOUT

M D M Master Data Marathon, is the one 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 pandemic made 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 MDM 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 Master Data 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.

FIRE ELITE PARTNERS

Syniti   astrocytia   Semarchy

itelligence NTT DATA Business Solutions   WINSHUTTLE

ELITE PARTNERS

riversand™

EXPERT PARTNERS

Bluestonex The SAP UX experts   CAMELOT Management Consultants   INFOVERITY Truth In Information

COMMUNITY PARTNER

Packt>