



THINKLINKERS
linking knowledge to success

APRIL 6-7 | 2022

START: 2 PM CET / 8 AM EDT

MASTER DATA MARATHON 4.0

ONE WORLD. ONE PEOPLE. ONE DATA



Pio Marolla



Scott Taylor



George Firican



Dr. Joe Perez



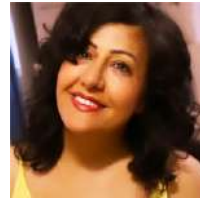
Yaniv Naor



Christian Martinez



Dennis Kessler



Kazjal Jaff



Adam Zuercher



Sanjeev Kumar
Upadhyay



Brian Thomsen



Martyn Jones



Leonie Spiller



Sonal Sareen



Amy Mesa



**SURPRISE
GUEST**



Maaret Malinen



Tobias Nilsson



Al Bissmeyer



Kantanen Artturi



Petri Hassinen



Omolola Ezeifeoma



Cesar Augusto Lima



Tarik El Mansouri



Brandee Sanders



Shawn Zulfikar



Mahmood Mohammed



Sandeep Nagar



Taru Väre



Corey Hart



Nagim Ashufta



Matt Siomra



Alaa Hoblos



Latifa Saleh AlShehhi



Jonathan Varo



Muhammad Hamza



Chantal Schweizer



Gustavo Ramirez Pérez



Mike Jordan



Alexander Strobl

CONFERENCE

PROGRAM

FIRST LAP

2:00 pm CET **Pio Marolla | [ThinkLinkers](#) and Scott Taylor**

8:00 am EDT Opening

2:15 pm CET **Maaret Malinen | [Ica Group](#)**

8:15 am EDT Future Proofing Your Data Management

2:45 pm CET **Brian Thomsen | [Astrocytia](#)**

8:45 am EDT Success = People, Culture and Technology

3:15 pm CET **Dennis Kessler | [Amazon](#)**

9:15 am EDT Dreaming of Data Harmony in a Global Organisation - Lessons from the Front Line

FIRESIDE CHAT WITH PROMETHEUS

3:45 pm CET **Mike Jordan and Scott Taylor**

9:45 am EDT Master Data as-a-Service (MDAAS):
More than Just MDM

30 MIN NETWORKING BREAK

4:30 pm CET **Cesar Augusto Lima | [Unilever](#)**

10:30 am EDT The Importance of Communicating Data Quality

5:00 pm CET **Alexander Strobl | [WAGNER](#)**

11:00 am EDT From PIM to MDM – The Evolution of a Global Product Data Strategy at WAGNER

PANEL DISCUSSION

5:30 pm CET **[Maintaining and Spreading Your Passion](#)**

11:30 am EDT **[Throughout Your Data Management Journey](#)**

- Pio Marolla
- Taru Väre
- Matt Siomra
- Jonathan Varo
- Yaniv Naor

PROGRAM

SECOND LAP

6:00 pm CET **Chantal Schweizer | Earley Information Science**
12:00 pm EDT How Taxonomy and Data Drive User Experience

30 MIN NETWORKING BREAK

FIRESIDE CHAT WITH VIAMEDICI

7:00 pm CET **Al Bissmeyer and Scott Taylor**
1:00 pm EDT Product Information: Managing Complexity,
Scaling Personalization.

7:15 pm CET **Amy Mesa | Honeywell**
1:15 pm EDT Creating a Sustainable Data Management Culture

PANEL DISCUSSION

7:45 pm CET **Data: Mesh, Fabric, Lakehouse!?**
1:45 pm EDT **What Does It Mean for MDM?**
- Scott Taylor - Corey Hart
- Mahmood Mohammed - Sonal Sareen

8:15 pm CET **Joseph Perez | SolonTek Corporation**
2:15 pm EDT Bringing Data to L.I.F.E

8:45 pm CET **Mike Jordan | Prometheus**
2:45 pm EDT Get Your Data Right and Keep It Right with
Prometheus MDaaS (Master Data as a Service)

30 MIN NETWORKING BREAK

9:45 pm CET **Christian Martinez | Kraft Heinz**
3:45 pm EDT How to Predict the Future with Data Analytics
in the FMCG Industry?

PROGRAM

THIRD LAP

10:15 pm CET **Corey Hart | [Regeneron](#)**
4:15 pm EDT Controlling Data through User Empowerment

10:45 pm CET **Shawn Zulfikar | [Baker Hughes](#)**
4:45 pm EDT Metaverse – Web 3.0 Data Economy and
Why Data Silos Are Good

11:15 pm CET **Sandeep Nagar | [CMC Materials](#)**
5:15 pm EDT Solving the MDM Rubik's Cube

15 MIN NETWORKING BREAK

12:00 am CET **Brandee Sanders | [PlanetBrandee](#)**
6:00 pm EDT Driving Data Excellence

12:30 am CET **Mahmood Mohammed | [Smith & Nephew](#)**
6:30 pm EDT MDM for Digital Transformation

1:00 am CET **George Firican | [Award Winning DG Leader](#)**
7:00 pm EDT 3 Metadata Tools: Business Glossary,
Data Dictionary, Data Catalog

NETWORKING BREAK FOR 3HRS AND MORNING REPLAY

PROGRAM

FOURTH LAP

April 7th | 2022

8:30 am CET

Sanjeev Kumar Upadhyay | GE

2:00 am EDT

How to Extract Value Out of Your Data- 5 Step Process

9:00 am CET

Petri Hassinen and Kantanen Artturi

3:00 am EDT

Valmet | Skanska Oy

Mastering Data as Part of Business Governance

9:30 am CET

Nagim Ashufta | DRIVA

3:30 am EDT

How Your Data Maturity Reveals the Feasibility of Your Digital Transformation

15 MIN NETWORKING BREAK

10:15 am CET

Adam Zuercher | The Janssen

Pharmaceutical Companies of Johnson & Johnson

4:15 am EDT

Driving a Data Culture through Maintaining a Passion for Data

10:45 am CET

Kazjal Jaff | SEB

4:45 am EDT

The Role of IT Architect in an MDM Initiative

FIRESIDE CHAT WITH ASTROCYTIA

11:15 am CET

Brian Thomsen and Scott Taylor

5:15 am EDT

People and Passion Centric MDM

30 MIN NETWORKING BREAK

12:00 pm CET

Martyn Jones | Cambriano Energy

6:00 am EDT

Data Mesh in Context

12:30 pm CET

Omolola Ezeifeoma | Globacom

6:30 am EDT

Soft Skills in Data Management

PROGRAM

FIFTH LAP

1:00 pm CET **Muhammad Hamza | Schneider Electric**

7:00 am EDT Trusted Customer Data! Influencing the Connected Customer Journey.

PANEL DISCUSSION

1:30 pm CET **Insights to Action - How Insights Make Impact in Your Company**

7:30 am EDT - Leonie Spiller - Tarik El Mansouri
- Christian Martinez - Gustavo Ramirez Pérez
- Latifa Saleh AlShehhi

15 MIN NETWORKING BREAK

2:15 pm CET **Yaniv Naor | Knauf**

8:15 am EDT The Conflict or Enhancement of Low-Code Apps vs Data Integrity

2:45 pm CET **Interview with Scott Taylor and Surprise Guest**

8:45 am EDT

3:00 pm CET **Alaa Hoblos | Apgar Consulting**

9:00 am EDT Accelerate by Up to 50% and Secure Your MDM Initiative with Pre-configured Vertical Solutions

15 MIN NETWORKING BREAK

3:45 pm CET **Tobias Nilsson | Nobia**

9:45 am EDT Blue Pill or Red Pill? Navigating Organizational Choices on Your MDM Journey

4:15 pm CET **Pio Marolla | ThinkLinkers and Scott Taylor**
10:15 am EDT Closing

NETWORKING AFTER PARTY

INFORMATION

#MASTERDATAMARATHON



FOCUSED FORMAT

50 speakers
26.2 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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ABOUT

MDM 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 26.2 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



EXPERT PARTNERS



ASSOCIATE PARTNERS

