



THINKLINKERS

linking knowledge to success

OCTOBER 12-13 | 2022

# DATA MANAGEMENT MARATHON 5.0

ONE WORLD. ONE PEOPLE. ONE DATA



Pio Marolla  
ThinkLinkers



Scott Taylor -  
The Data Whisperer



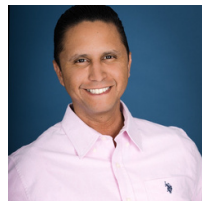
Tiankai Feng  
Adidas



Christelle Patriarca  
Data Lover



Ali Cin  
Trumpf



Jhonathan David  
Grant Thornton



David Ciommo  
Humana



Karima Makrof  
PostNord



Mohammad Syed  
Capco



Rakesh Singh  
ABN AMRO Bank N.V.



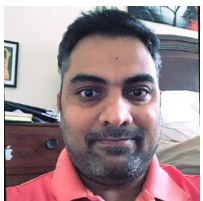
Brian Thomsen  
Astocytia



Rute Felix Vendeirinho  
European Investment Bank



Julie Siezing  
GN Great Nordic



Prasad Duvvuri  
Thermo Fisher Scientific



Sangeeta Krishnan  
Bayer



Ankit Geete  
Merck



Bharathi Govindasamy  
Phillips



Nikolay Goldovich  
Sanofi



Cesar Augusto Lima  
Johnson & Johnson



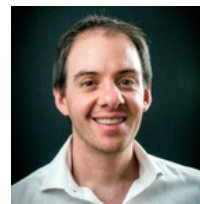
Prasanna Nadimpalli  
Parkland



Swapnil Srivastava  
Novo Nordisk



Sherry Hidalgo  
Shaw Industries



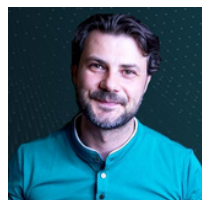
Ari Cohen  
Investec



Gustavo Ramirez Pérez  
EC



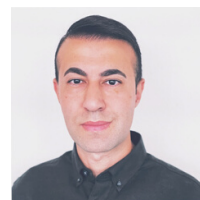
Latifa Saleh AlShehhi  
RTA



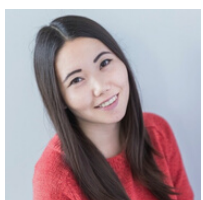
George Firican  
LightsonData



Jesper Wahl Poulsen  
Ecco Shoes



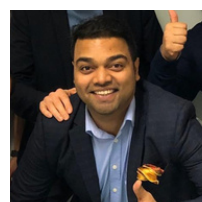
Bekir Sahin  
Pandora



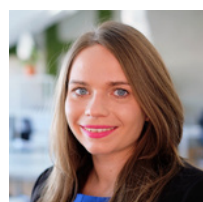
Olga Samunova  
IKEA



Naveed Ahamed  
Allianz



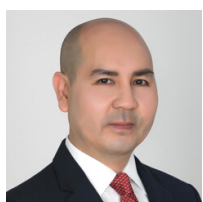
Sumeet Nag  
B/S/H



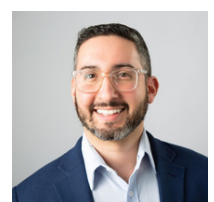
Sylwia Harewska  
Møller Mobility Group



Rahul Sharma  
Agoda



Matthew Phu  
Laidon Group



Gregory Petrossian  
Skypoint Cloud

...and many others

# PROGRAM

## FIRST LAP

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- 2:00 pm CET     **Pio Marolla | [ThinkLinkers](#) and Scott Taylor**  
8:00 am EDT     Opening
- 2:15 pm CET     **Tiankai Feng | [Adidas](#)**  
8:15 am EDT     Doing Data Collaboration Right – a Framework and Call to Action
- 2:45 pm CET     **Brian Thomsen | [Astrocytia](#)**  
8:45 am EDT     Business Transformation with MDM
- 3:15 pm CET     **Ankit Geete | [Merck](#)**  
9:15 am EDT     Integrated Data Quality Program Implementation in Highly Regulated Environment

## FIRESIDE CHAT WITH SIMPLEMDG

- 3:45 pm CET     **Matthew Phu and Scott Taylor**  
9:45 am EDT     The Value of Data Quality in ERP

## 30 MIN NETWORKING BREAK

- 4:30 pm CET     **Sumeet Nag | [BSH Home Appliances Group](#)**  
10:30 am EDT     Design Sprints for MDM Implementations: The 6d Cookbook
- 5:00 pm CET     **Al Bissmeyer | [Viamedici](#) & Ali Cin | [Trumpf](#)**  
11:00 am EDT     Doubling Down on Digital, When You Bet with MDM

## PANEL DISCUSSION

- 5:30 pm CET     **[The Secret is Communication](#)**  
11:30 am EDT     - Cesar Augusto Lima     - Christelle Patriarca  
                         - Swapnil Srivastava     - Latifa Saleh AlShehhi

# PROGRAM

## SECOND LAP

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6:00 pm CET     **Ramesh Prabhala | [Intellitide](#)**  
12:00 pm EDT     Leveraging Master Data with Advanced Analytics & AI

## 30 MIN NETWORKING BREAK

## FIRESIDE CHAT WITH VIAMEDICI

7:00 pm CET     **Jürgen Müller, Al Bissmeyer and Scott Taylor**  
1:00 pm EDT     Dynamic Configuration: The New Megatrend

7:15 pm CET     **Sangeeta Krishnan | [Bayer](#)**  
1:15 pm EDT     Data Governance - Enabler or Hinderance to  
Data Literacy

## PANEL DISCUSSION

7:45 pm CET     **[Emerging Tech Trends in Data Management](#)**  
1:45 pm EDT     **[- Mesh, Fabric and Products. What they are](#)**  
**[and what they mean](#)**  
- Rakesh Singh                             - Naveed Ahamed  
- Mohammad Syed                         - Scott Taylor

8:15 pm CET     **Jhonathan David | [Grant Thornton](#)**  
2:15 pm EDT     Data Management in a Business context

## PANEL DISCUSSION

8:45 pm CET     **[The Makeup of Modern Data Teams for](#)**  
**[Effective Master Data Management](#)**  
2:45 pm EDT     - Gregory Petrossian                     - Moli S. Thomas  
- Ari Cohen                                     - Rute Felix Vendeirinho

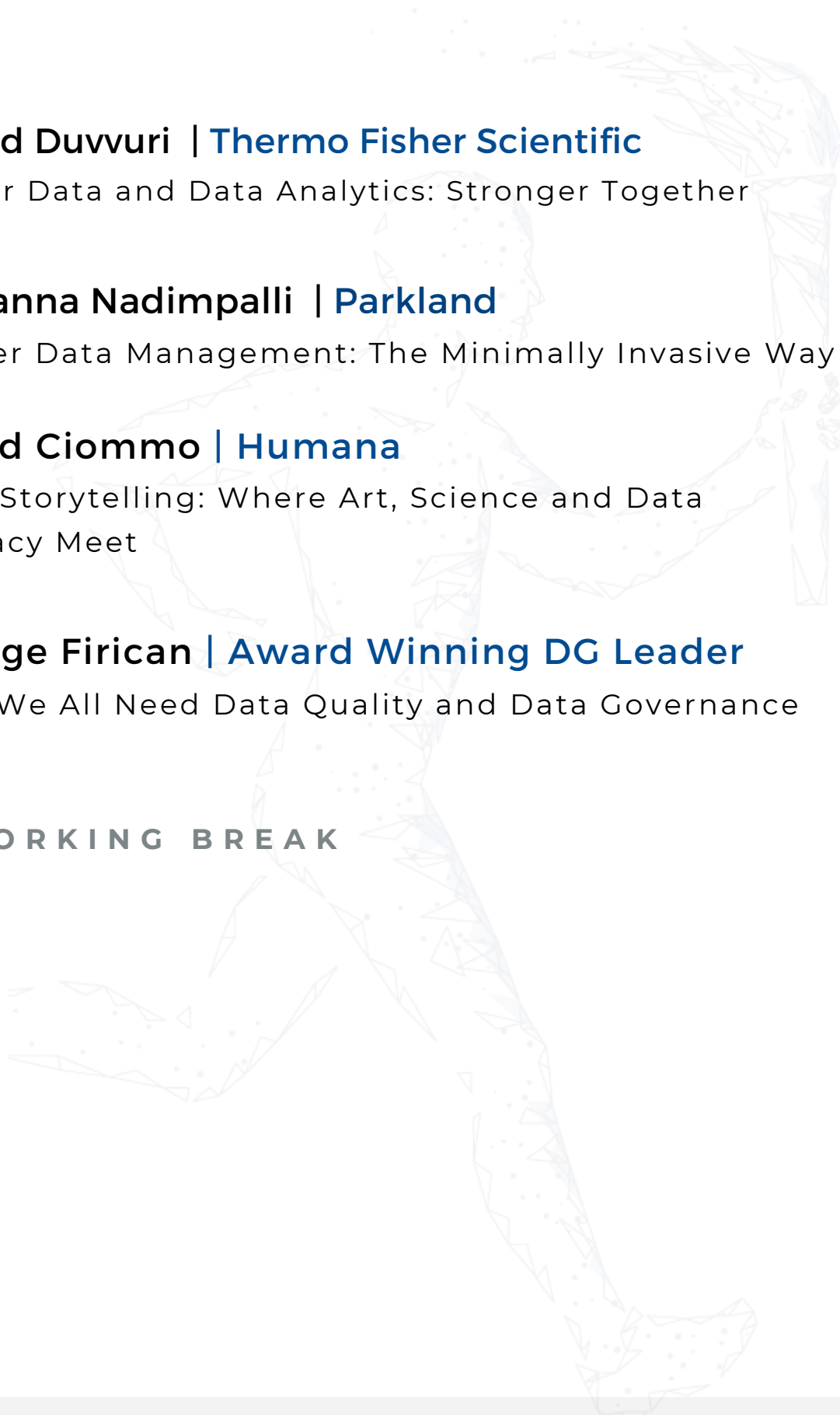
## 30 MIN NETWORKING BREAK



# PROGRAM

## THIRD LAP

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- 9:45 pm CET     **Prasad Duvvuri | Thermo Fisher Scientific**  
3:45 pm EDT     Master Data and Data Analytics: Stronger Together
- 10:15 pm CET     **Prasanna Nadimpalli | Parkland**  
4:15 pm EDT     Master Data Management: The Minimally Invasive Way
- 10:45 pm CET     **David Ciommo | Humana**  
4:45 pm EDT     Data Storytelling: Where Art, Science and Data Literacy Meet
- 11:15 pm CET     **George Firican | Award Winning DG Leader**  
5:15 pm EDT     Why We All Need Data Quality and Data Governance

30 MIN NETWORKING BREAK

# PROGRAM

## FOURTH LAP

October 13th | 2022

8:30 am CET

2:30 am EDT

9:00 am CET

3:00 am EDT

9:30 am CET

3:30 am EDT

**Nikolay Goldovich | [Sanofi](#)**

Where Process Meets Data in Modern GBS Organization!

**Bharathi Govindasamy | [Philips](#)**

Delivery of Data Applications - Synergies Driven Journey

**Rahul Sharma | [Agoda](#)**

Data Quality at Scale: Challenges and Journey

### 15 MIN NETWORKING BREAK

10:15 am CET

4:15 am EDT

**Gustavo Ramirez Pérez | [European Commission](#)**

Business Case for Data Governance

10:45 am CET

4:45 am EDT

**Rakesh Singh | [ABN AMRO Bank N.V.](#)**

How the Evolution of AI Can Influence the Data Management

### FIRESIDE CHAT WITH [ASTROCYTIA](#)

11:15 am CET

5:15 am EDT

**Brian Thomsen and Pio Marolla**

How to Bring Master Data to the C-Suite Table

### 30 MIN NETWORKING BREAK

12:00 pm CET

6:00 am EDT

**Mohammad Syed | [Capco](#)**

Castles vs. Cities: What Do Modern Data Architectures Mean for MDM?

12:30 pm CET

6:30 am EDT

**Julie Siezing | [GN Great Nordic](#)**

How We Are Implementing Data Governance and Supporting the Enablement of the 360 of Our Customers

# PROGRAM

## FIFTH LAP

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1:00 pm CET **Christelle Patriarca | Data Lover**  
7:00 am EDT How to Act AGILE in the Data Management Journey?

## PANEL DISCUSSION

1:30 pm CET **Data Governance Implementation Stories: How? Why?**  
7:30 am EDT **Discussing Different Models and Approaches to DG**

- Sylwia Harewska
- Olga Samunova (IKEA)
- Sherry Hidalgo
- Bekir Sahin (Pandora)
- Karima Makrof (PostNord)

## 30 MIN NETWORKING BREAK

2:30 pm CET  
8:30 am EDT **5th Anniversary of MDM**

2:45 pm CET **Matthew Phu | SimpleMDG**  
8:45 am EDT Taking Charge of Supply Chain with Master Data Governance

## 15 MIN NETWORKING BREAK

3:30 pm CET **Jesper Wahl Poulsen | ECCO Shoes**  
9:30 am EDT MDM Success is an Illusion - How to Become Your Own Illusionist!

4:00 pm CET **Pio Marolla | ThinkLinkers and Scott Taylor**  
10:00 am EDT Closing

## NETWORKING AFTER PARTY

# INFORMATION

## #MASTERDATAMARATHON



### FOCUSED FORMAT

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50 speakers  
2 days!  
Q&A sessions  
High-energy & positive tone  
Curated and moderated by  
ThinkLinkers and Scott Taylor

### WHO SHOULD ATTEND?

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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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✉ [info@thinklinkers.com](mailto:info@thinklinkers.com)

☎ +45 65 74 12 37

🌐 [www.thinklinkers.com](http://www.thinklinkers.com)



### ABOUT

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The Data Management Marathon is BACK for the 5th time!  
This is the must-attend Data Management event!  
Our approach is to elevate Data in connection with all the  
crucial initiatives companies are striving for: better customer  
experience, better supplier choice and management, cost  
optimisation, risk management and sustainability.  
MDM is behind them all.

Join the Data Management Marathon to connect with peers and  
remember how WE are the foundation of Digital Transformation.

A collaboration between ThinkLinkers and Scott Taylor, born out  
of love for Data and knowledge sharing,

We will cover case studies, success stories, people, technology,  
soft skills, with the goal to inspire, educate and connect Data  
peers in the most entertaining, energetic and valuable  
independent virtual conference.

**One World. One People. One Data.**

### FIRE ELITE PARTNERS

 astrocytia  VIAMEDICI  SimpleMDG

### ELITE PARTNERS

 skypointcloud

### EXPERT PARTNERS

  
intelliTide