

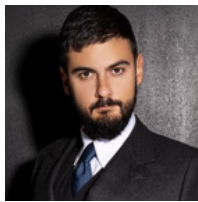


THINKLINKERS
linking knowledge to success

APRIL 12-13, 2023 | ONLINE EVENT

DATA MANAGEMENT MARATHON 6.0

PEOPLE. BUSINESS. TECHNOLOGY.



Pio Marolla
ThinkLinkers



Christelle Patriarca
Data Lover



Yaniv Naor
Sandoz



Martin Treder
Boehringer Ingelheim



Vesa Marjanen
Glaston Corporation



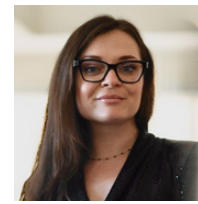
Martijn Bauters
Cerba Research Group



David Ciommo
Humana



Matthew Cawsey
Stibo Systems



Maryna Manulik
Ex Amazon Ex Expedia



Sherry Hidalgo
Shaw Industries



Brian Thomsen
Astocytia



Abdul Musthafa
Data Quality Expert



Sowmiya Srinivasan
Data Enthusiast



Francesco Leoni
Data Philosopher



Gunjan Gupta
Phillips



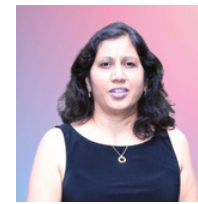
Jerome Wittersheim
Hexagon Data Services



Sue Geuens
Data Enthusiast



Daniel Maskell
Novellus



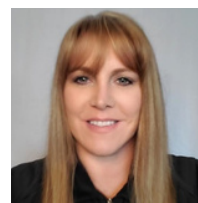
Sangeeta Krishnan
Bayer



Lisa Cutler Farwig
Data Governance Lead



Al Bissmeyer
Viamedici



Candice Linnell
Intel Corporation



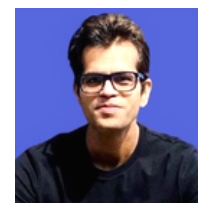
Mohammad Syed
Capco



Corey Hart
Talution Group



Calum Conejo-Watt
ADSS



Deepak Yadav
Amazon



Jesper Grode
Stibo Systems



Anas Alam
JPMorgan Chase & Co.



Jacob Hill
BAT



Rute Felix Vendeirinho
European Investment Bank



Oliver Scheffert
APARAVI



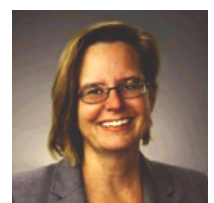
Corey Hart
Kite Pharma



Ravindra Kawade
The Shipping Collective



Anand Kanhere
Novartis



Kristin Love
GSK

...and many more

PROGRAM

FIRST LAP

2:00 pm CET **Pio Marolla | ThinkLinkers**

8:00 am EDT Opening

2:15 pm CET **Martin Treder | Boehringer Ingelheim**

8:15 am EDT Successful Data Governance Builds on Culture and Communication

2:45 pm CET **Brian Thomsen | Astrocytia**

8:45 am EDT Limitless Data - Unlimited People

3:15 pm CET **Sherry Hidalgo | Shaw Industries Inc**

9:15 am EDT How Do you Define Value for a Data Governance Program or What Makes the Data Program Valuable?

FIRESIDE CHAT WITH STIBO SYSTEMS

3:45 pm CET **Jesper Grode and Pio Marolla**

9:45 am EDT Streamlining Supply Chain Efficiency with Augmented Data Management

30 MIN NETWORKING BREAK

4:30 pm CET **Martijn Bauters | Cerba Research Group**

10:30 am EDT Treat Your Data as You Would Treat Your Money

5:00 pm CET **Noel Kienzle and Al Bismeyer | Pfeifer**

11:00 am EDT How to Establish an Effective Global MDM Initiative

PANEL DISCUSSION

5:30 pm CET **Why Do Data Management Initiatives Fail?**

11:30 am EDT

- Martin Treder
- Vesa Marjanen
- Kristin Love
- Francesco Leoni
- Rute Felix Vendeirinho

6:00 pm CET **Matthew Cawsey | Stibo Systems**

12:00 pm EDT The Power of Data Management: Enhancing Supply Chain Transparency

30 MIN NETWORKING BREAK

PROGRAM

SECOND LAP

FIRESIDE CHAT WITH VIAMEDICI

7:00 pm CET **Jürgen Müller, Al Bismeyer and Pio Marolla**

1:00 pm EDT Improve Your Sales Forecasts with MDM

7:15 pm CET **Pio Marolla & Christelle Patriarca**

1:15 pm EDT Soft Skills: The Power of Communication

7:45 pm CET **Lisa Cutler Farwig | Data Governance Lead**

1:45 pm EDT The Reality of Implementing a Data Governance Program

8:15 pm CET **David Ciommo | Humana**

2:15 pm EDT Data Storytelling: Moving from Theory to Practical Implementation

PANEL DISCUSSION

8:45 pm CET **Trust Issues with Data? Tips and Tricks to Overcome This Challenge**

2:45 pm EDT - Sangeeta Krishnan - Candice Linnell
- Lalit Thakur - Maryna Manulik

30 MIN NETWORKING BREAK

9:45 pm CET **Deepak Yadav | Amazon**

3:45 pm EDT Re-Envisioning the Financial Close – The Need for Financial Data Quality in Accounting

10:15 pm CET **Corey Hart | Kite Pharma**

4:15 pm EDT Trusted Data Pipelines for Executive Reporting and the Importance of Maintaining Calculations in Your Data Catalog/Data Dictionary

30 MIN NETWORKING BREAK

PROGRAM

THIRD LAP

April 13th | 2023

8:50 am CET

Christelle Patriarca | Data Lover ☆☆☆

2:50 am EDT

Opening

9:00 am CET

Abdul Musthafa | Dubai Islamic Bank

3:00 am EDT

Data Quality Impl. - a Practical ROI Based Approach

9:30 am CET

Amer Mazloum | Roads & Transport Authority

3:30 am EDT

The Financial Impact of Data Governance on Organizations

15 MIN NETWORKING BREAK

PANEL DISCUSSION

10:15 am CET

Data Quality as a Part of Every Data Professional's DNA

4:15 am EDT

- Sowmiya Srinivasan - Gunjan Gupta
- Anand Kanhere - Anas Alam

10:45 am CET

Ravindra Kawade | The Shipping Collective

4:45 am EDT

Why Digitalisation Can Fail

FIRESIDE CHAT WITH ASTROCYTIA

11:15 am CET

Brian Thomsen and Pio Marolla

5:15 am EDT

MASTER or DISASTER Data Management?
How to tip the balance between success and failure

30 MIN NETWORKING BREAK

12:00 pm CET

Sudheendra Raghavendra Rao | Philips

6:00 am EDT

Efficiency + Effectiveness = E²

12:30 pm CET

Jacob Hill | British American Tobacco

6:30 am EDT

Enhance Your Data Quality through Machine Learning – How an ML Approach to DQ Helps You Govern Supply Chain Data with Agility

PROGRAM

FOURTH LAP

1:00 pm CET **Oliver Scheffert | Aparavi**

7:00 am EDT Big Data, Big Waste? How to Utilize the Unknown Potential of Your Unstructured Data

PANEL DISCUSSION

1:30 pm CET **The Importance of Good Data Quality**

7:30 am EDT **for Analytics Projects** - Daniel Maskell
- Jerome Wittersheim - Calum Conejo-Watt
- Mohammad Syed - Sue Geuens

FIRESIDE CHAT WITH APARAVI

2:00 pm CET **Oliver Scheffert and Pio Marolla**

8:00 am EDT Bring Light to Dark Data

30 MIN NETWORKING BREAK

2:45 pm CET **Interview with a Secret Guest**

8:45 am EDT

3:00 pm CET **Jason Blakeney | Belden Inc.**

9:00 am EDT Progressive Data Governance - The Key to Successful Implementation and Enterprise Buy-In

3:30 pm CET **Vesa Marjanen | Glaston Corporation**

9:30 am EDT How to Be Successful in Data Migration?

4:00 pm CET **Yaniv Naor | Sandoz**

10:00 am EDT How to Enhance MDM by Using RPA

4:30 pm CET **Pio Marolla & Natalia Kotova | ThinkLinkers**

10:30 am EDT Closing

NETWORKING AFTER PARTY

INFORMATION

#MASTERDATAMARATHON
#DATAMANAGEMENTMARATHON



FOCUSED FORMAT

50 speakers
2 days!
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 Data
Management Practitioner, 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

 info@thinklinkers.com
 +45 65 74 12 37
 www.thinklinkers.com



ABOUT

The Data Management Marathon is back, for the 6th time, again bringing to your screen the most inspirational, educational, captivating Data stories from top experts from all over the world.

We discuss the "why" as well as the "how", investigating the human side of Data Management, the strategic and the technical. We aim to elevate Data Management and affirm its foundational role in every modern organisation.

Speakers from all over the world will cover topics spanning from Data Quality, Data Governance to more progressive topics like Data Mesh and Predictive Analytics, always aiming to separate the hype from the helpful. Practitioners, influencers, Data lovers and enthusiasts come together for the cult event of the year: Are you one of them?

PEOPLE. BUSINESS. TECHNOLOGY

FIRE ELITE PARTNERS



VIAMEDICI

EXPERT PARTNERS

