


ONLINE EVENT BY  THINKLINKERS

JUNE 12-13, 2024

DATA MANAGEMENT MARATHON 7.0

PEOPLE.

BUSINESS.

TECHNOLOGY.

EXPERT SPEAKER PANEL



Scott Taylor
The Data Whisperer
MetaMeta Consulting



Martin Treder
Head of MDM Governance & Architecture
Boehringer Ingelheim



Pio Marolla
CEO, Founder
ThinkLinkers



Britta Daffner
Head of Data Culture and Strategy
Telefónica



Amy Bulman
Senior Data Governance Expert
Carl Zeiss AG



Tobias Pentek
Head of Community & Innovation
CDQ



Brian Thomsen
CEO Founder
Astrocytia



Sangeeta Krishnan
Sr Analytics Lead
Bayer



Al Bissmeyer
Global Vice President
Viamedici



Natalia Kotova
Project Director
ThinkLinkers



Juergen Mueller
CEO, Founder
Viamedici



Christina Stathopoulos
Data Evangelist
Dare to Data



Andreas Oismaa
CEO & Founder
HAKOONA



Monica Kay Royal
Data Enthusiast



Christelle Patriarca
Data Lover
Data is Life consulting



Carl Smith
Data Enthusiast



Dr Imad Syed
CEO
PiLog Group



Frances O'Rafferty
Senior Manager
Baringa



Serena H. Huang
Founder & Speaker
Data With Serena



Mahmood Mohammed
Data Governance Leader
Takeda



Jaroslaw Chrupek
Head of HR Data
Demant



Jesper Wahl Poulsen
Head of Master Data
ECCO Shoes



Devika Phansalkar
Data Governance Expert
Carl Zeiss AG



Rushabh Mehta
Founder & CEO
Matchbook AI



Maaret Malinen
Data Governance Manager
H&M



Alexander Haidinger
Chief Data Officer
Ex Swiss Private Bank



Marta Diaz
Product Manager
Data Platform
Adevinta Spain



Julie Simou
Head of Data Management
ELPEDISON S.A.



Kerry Phillips
Head of Data Governance
Penguin Random House UK



Piotr Pietrzyk
Head of Data Governance
Luminor Bank



Vinay (M.S) Simha
Director Enterprise Data Management
Philips



Vesa Marjanen
Senior Manager, Data Governance
Glaston Corporation



Nicola Askham
Award Winning The Data Governance Coach
Nicola Askham Ltd



Kevin Francisco Chacón Vargas
OPS Data Manager
Wizz Air Hungary



Sherifat Akintunde-Shitu
Master Data Management Lead
Accenture



Anoop Tiwari
Director Data Science
Regal Rexnord

...and many more

PROGRAM

June 12th | 2024

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 Learn from Mountaneering: Three Key Aspects of Governing Data Successfully

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

8:45 am EDT Rapid Prototyping with MDM

PANEL DISCUSSION

3:15 pm CET **Soft Skills: The Power of Communication**

9:15 am EDT - Nicola Askham - Dennis Kessler
- Christelle Patriarca - Kevin Francisco Chacón Vargas

INTERVIEW WITH PIO MAROLLA

3:45 pm CET **Pio Marolla & Jaroslaw Chrupek | Demant**

9:45 am EDT Ethical Risks with GenAI

30 MIN NETWORKING BREAK

4:30 pm CET **Maaret Malinen | H&M**

10:30 am EDT All Companies Need MDM,
They Just Don't Always Know That!

5:00 pm CET **Boris Jusseit | Viamedici**

11:00 am EDT Mastering Supplier Data along with Reference Data

PANEL DISCUSSION

5:30 pm CET **Women in Data**

11:30 am EDT - Christina Stathopoulos - Britta Daffner
- Serena H. Huang - Devika Phansalkar

6:00 pm CET **Matt Krause | Advance Auto Parts**

12:00 pm EDT Confidence in Data Decisions

30 MIN NETWORKING BREAK

PROGRAM

June 12th | 2024

SECOND LAP

FIRESIDE CHAT WITH VIAMEDICI

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

1:00 pm EDT The Cost of AI

7:15 pm CET **Monica Kay Royal | Data Enthusiast**

1:15 pm EDT Protecting Your Data

7:45 pm CET **Sangeeta Krishnan | Bayer**

1:45 pm EDT Data Storytelling in the Age of Generative AI

8:15 pm CET **Dr Imad Syed, Mohammed Alsogour | PiLog**

2:15 pm EDT Relevance of Data Quality and Governance in AI Era

PANEL DISCUSSION

8:45 pm CET **Data Management and Data Analytics:
Stronger Together**

2:45 pm EDT

- Frances O'Rafferty

- Sherifat Akintunde-Shitu

- Anas Alam

- Kevin Francisco Chacón Vargas

30 MIN NETWORKING BREAK

9:45 pm CET **Anoop Tiwari | Regal Rexnord**

3:45 pm EDT Business Engagement and Change Management as a Key to Successful MDM Program

10:15 pm CET **Mahmood Mohammed | Takeda**

4:15 pm EDT Domain-Based Approach to Implementing Data Governance

10:45 pm CET **Kanji Low | Business Mentor**

4:45 pm EDT Unleashing the Data Revolution - How Strategic Data Management is Transforming Business

30 MIN NETWORKING BREAK

PROGRAM

THIRD LAP

June 13th | 2024

- 8:50 am CET **Natalia Kotova | ThinkLinkers**
2:50 am EDT Opening
- 9:00 am CET **Christelle Patriarca | Data Lover**
3:00 am EDT Agile Culture in Data Governance
- 9:30 am CET **Vesa Marjanen | Glaston Corporation**
3:30 am EDT One Story of an Azure Based Solution for Midsized Company

15 MIN NETWORKING BREAK

PANEL DISCUSSION

- 10:15 am CET **How Do You Build a Successful Data Team?**
4:15 am EDT
- Maaret Malinen
 - Carl Smith
 - Julie Simou
 - Vinay Simha
- 10:45 am CET **Jesper Wahl Poulsen | ECCO Shoes**
4:45 am EDT Against All Odds - Make It Work - with Limited Resources

FIRESIDE CHAT WITH ASTROCYTIA

- 11:15 am CET **Brian Thomsen and Pio Marolla**
5:15 am EDT Creating Innovation with MDM

30 MIN NETWORKING BREAK

- 12:00 pm CET **Piotr Pietrzyk | Luminor Bank**
6:00 am EDT Data Lineage as Part of the Data Governance Universe
- 12:30 pm CET **Tobias Pentek | CDQ**
6:30 am EDT Data Products for Business Value – How to Enable Data Product Thinking in Your Company

PROGRAM

June 13th | 2024

FOURTH LAP

1:00 pm CET **Andreas Oismaa | HAKOONA**
7:00 am EDT Democratizing Your Data and Enabling
Self-Service Analytics

PANEL DISCUSSION

1:30 pm CET **Data Quality as a Part of Every**
7:30 am EDT **Data Professional's DNA**

- Amy Bulman
- Kerry Phillips
- Mahmood Mohammed
- Alexander Haidinger

FIRESIDE CHAT WITH PILOG

2:00 pm CET **Dr Imad Syed and Pio Marolla**
8:00 am EDT Principles of Ethical AI

30 MIN NETWORKING BREAK

2:45 pm CET **Scott Taylor | The Data Whisperer**
8:45 am EDT The Current State of Data Storytelling for
Data Management

3:15 pm CET **Carl Smith | Datatopia**
9:15 am EDT Product Data Management - Getting the Best
from Your Suppliers

3:45 pm CET **Marta Diaz & Marc Serra Vidal | Adevinta Spain**
9:45 am EDT Unveiling the Era of GENAI: Navigating Implications in
Data Management

4:15 pm CET **Yaniv Naor | Sandoz**
10:15 am EDT How Does the Modern Data Evolution Influence
Business Capabilities and Decision-Making Using
Innovative Data Technologies

4:45 pm CET **Pio Marolla & Natalia Kotova | ThinkLinkers**
10:45 am EDT Closing

NETWORKING AFTER PARTY

TESTIMONIALS

Great Platform for people across industries across globe but one common data mindset

JP Morgan and Chase

Great setup, great energy. I liked the variety of topics covered and the various attendees presentations to see more people out there that are not beginner-level (more advanced in data) and the common painpoints we share and how to grow from them.

Aptar

I am very pleased with event. The agenda was very packed, though it was organized with such fasion and variety, that one could not get bored or tired. Most of presentations were very well prepared and creative.

Intersnack

I really enjoyed the event and the topics. All of the speakers were very engaging.

Shaw Communications

The marathon was informative and entertaining, super great efforts. The event was full of excellent topics and speakers... keep it up

Baader Food Systems

It was a wonderful event! The energy was fantastic! Loved the passion of the presenters

MSD

A new educational experience

ECCO Shoes

It was good to see what's going on outside of my "little world" of data!

Givaudan

Very informative, relevant, and useful to my current role!

Zalando SE

Well organized, Entertaining and insightful topics, Great speakers

Philips

Great event. Very Informative. Great speakers. I also really enjoyed the networking with other data enthusiasts

GN Store Nord

Valuable . Very good of energy with willingness to help each other. The Hard work behind the screen feels. Love to you all and to Scott.

SEB

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

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ABOUT

For all the Data lovers of the world, the iconic virtual Data Management Marathon is back for the 7th time!

Join our virtual community of Data Management professionals on a journey towards Data excellence, discussing the most crucial topics in the current DM landscape.

Speakers from all over the world will cover topics spanning from MDM, Data Quality, Data Governance to more progressive topics like Generative AI business use cases, always aiming to separate the hype from the valuable. Practitioners, influencers, Data lovers and enthusiasts come together for the cult event of the year: are you one of them?

#yougottabethere

PEOPLE. BUSINESS. TECHNOLOGY

FIRE ELITE PARTNERS



ELITE PARTNERS



EXPERT PARTNERS

