10th DATA MANAGEMENT THINKLAB

October 23-25, 2024 | Prague, Czech Republic

Lead Partner

astrocytia

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SAPSOL

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MINDFUEL

EXPERT SPEAKER PANEL

Nicola Askham
The Data Governance Coach
Award Winning Data Governance Training

Amy Bulman
Data Governance Expert
Carl Zeiss AG

Dennis Kessler
Data Governance & AI Governance Specialist

Stefan De Groot
Master Data Lead EMEA
EnerSys

Kazik Surala
Head of Data Governance & Analytics
Philip Morris International

Brian Thomsen
CEO Founder
Astrocytia

Riina Luoma
Head of Data Intensive Economy - Team
VTT

Elzbieta Bator
Master Data Manager
Vesuvius

Pio Marolla
CEO, Founder
ThinkLinkers

Martin Albrecht
Director Master Data Governance
HARTMANN GROUP

Andreea Judele
Global Material DQM Manager
Henkel

Irene Haverkorn-Dirks
Data Quality and Data Governance Expert
PGGM

Kaustubh Khatkhedkar
Data Advisor
ABN AMRO Bank N.V

Jiří Palásek
Director IT Solutions
Edwards Lifesciences

Diane Elvers
Data Governance Standards Director
AstraZeneca

Dr. Yaniv Naor Ph.D
Head of Global Master Data Management
Sandoz

Maximo Alves
Head Of Data Engineering & Governance
Just Eat Takeaway.com

Paulina Filip
Governance & Change Manager Global IT Data and Analytics
Danish Crown

Sumeet Nag
Digital Transformation, Strategy & Innovations
BSH Home Appliances Group

Natalia Kotova
Project Director
ThinkLinkers

Svetlana Saraeva
Chief Information Officer
SAPSOL SERVICES

Valerian Dunin-Barkovskiy
Chief Data Officer
SAPSOL SERVICES

Christelle Patriarca
Data x Agile Advisor
Data is Life consulting

Dana Julinschi
Senior Data Governance Officer
FMO

Fabian Wilckens
CRO
Mindfuel

09.00 – 09.30 Networking Coffee, Ready to Start! Opening

9.30 – 12.30 Workshop #1 :

- What Data Governance really is and what it often gets confused with
- The Benefits of Data Governance
- The Challenges faced implementing Data Governance
- The importance of a strategic approach
- What a Data Governance Framework consists of
- The key Data Governance deliverables

Nicola Askham
The Data Governance Coach
Award Winning Data Governance Training

12.30 – 13.30 Lunch

13.30 – 16.30 Workshop #2 : Mastering Stakeholder Influence: Building Stakeholder Support through Targeted Messaging for Master Data Initiatives

This workshop will help professionals in MDM effectively identify and engage key stakeholders across operational, tactical, and strategic levels. Participants will focus on crafting data-driven messages that clearly communicate the value of MDM initiatives, ensuring that decision-makers across the organization understand their importance and provide the necessary support.

- Welcome and introduction to the workshop
- Exercise 1: Stakeholder analysis for MDM initiatives
- Recap of Stakeholder Analysis
- Exercise 2: Developing Targeted Messages to Communicate MDM Value
- Recap of Targeted Messages
- Evaluation and Conclusion

By mastering these stakeholder engagement strategies, attendees will enhance their ability to influence leadership and secure the support needed to implement and sustain effective MDM practices across the organization.

Brian Thomsen
CEO, Founder
Astrocytia

9.10 – 10.00 Navigating The Changing Data Governance Landscape

In today's rapidly evolving digital landscape, companies must adapt their approach to Data Governance to remain competitive.
With the proliferation of data and the increasing reliance on advanced technologies like AI and machine learning, to remain effective Data Governance needs to evolve and adapt. Join Nicola as she shares key learnings for her Data Governance journey and how we have to adapt our approach to Data Governance to work with the evolving environment we operate in.

Nicola Askham
The Data Governance Coach
Award Winning Data Governance Training

10.00 – 10.30 Value Driven Approaches to Data Quality

In this talk, we will discuss strategies to build data quality management techniques that go beyond simple metrics towards creating a business value-driven framework, focused on building common understanding of data quality issues and their impact, using examples of positive experiences, along with lessons learned the hard way:

- Data quality isn't a binary concept of good or bad: how we consider data users and purpose in assessing data quality.
- Not all data is equally valuable or important: how we identify opportunities and align data quality approaches with business impact
- Shifting focus from 'perfect' data to 'good-enough' data: employing strategic communication and agile principles for shifting mindsets.

Amy Bulman
Data Governance Expert
Carl Zeiss AG

10.30 – 11.00 Fed up with "Data Governance" yet? Well here comes "AI Governance"

- When Data Quality is just too much boring work
- Legal risks and liabilities of "New" AI applications - will your customers really care?
- What do Trustworthy AI Regulations mean for organizations in practice?

Dennis Kessler
*Data Governance &
AI Governance Specialist*

11.00 – 11.20 Networking Coffee

11.20 – 11.50 Stakeholder Management in Data Projects

- Preparing your data story (create shorter and more in-depth presentations, both for technical and non-technical people)
- Identifying your stakeholders (methods for pinpointing the relevant stakeholders for your project)
- Engaging your stakeholders (make your stakeholders part of the success of your project)

Stefan De Groot
Master Data Lead EMEA
EnerSys

11.50 – 12.20 The Data Gap – Perspectives to Data Management

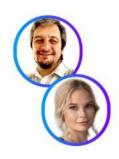*Increase the relevance and performance of company's business and technology domains*

- Data Productization
- Inter-organisational Data Sharing
- Value of Data

Riina Luoma
Head of Data Intensive Economy - Team
VTT

12.20 – 13.00 Zero Defect Data Quality": Before, During and After Data Migrations

Heard about golives failed because of data issues and about endless hypercare? Instead, how about choosing the "near zero data defects" approach? Our recent use cases demonstrate, how to reach this "impossible" targets

- Business-Centric Approach to Data Solutions
- Strategy-Driven Data Migration
- Empowering People in the Data Journey
- Sustained Success Beyond Go-Lives

Valerian Dunin-Barkovskiy
Chief Data Officer
SAPSOL SERVICES

Svetlana Saraeva
Chief Information Officer
SAPSOL SERVICES

13.00 – 14.00 Lunch
14.00 – 14:20 - Networking Coffee

14.20 – 15.00 Transforming Business with MDM, Digital Automation & AI

Astrocytia will showcase an exciting customer case featuring a strong collaboration with a large manufacturing North American client - Through best practices and innovative solutions, we have helped the company create awareness around MDM, drive scalability, profitability, and digital transformation. We have concentrated on maximizing the potential of three essential value streams

- Best Practice and Business and Stakeholder Engagement
- Data Quality, Artificial Intelligence (AI), and Translations
- Digital Asset Management
- Data Syndication Automation

Brian Thomsen
CEO, Founder
Astrocytia

15.00 – 15.30 Leading MDM in an S4 HANA Business Transformation

· Scope of MDM stream in a big bang S4 HANA implementation project
· Opportunities and challenges of rebuilding Business Partner and Material Master
· How to drive change management in an international organization
· Lessons learned

Martin Albrecht
Director Master Data Governance
HARTMANN GROUP

15.30 – 16:00 - Networking Coffee

16.00 – 17.30 Roundtable Sessions

Roundtable discussions are focused brainstorming discussions on topics chosen by YOU, where in the end, you get to present with your team your findings and lessons learned. This sections blurs the line between audience and speakers, creating an interactive environment where everyone is a learner and teacher, and where great ideas are shared and weaved together.

The 4 roundtable discussion topics are currently being designed based on research and feedback from Data professionals:

1. The Digital Journey and Data as a Foundation
2. Why Do Data Management Projects Fail
3. How We Can Make the Data and AI-driven Transformation in Companies Successful
4. Selling the Value of Data to the Business

17.30 Day 1 Wrap Up

08.30 – 09.00 Networking Coffee
09.00 – 09.10 Ready to Start!

09.10 – 9.40 Beginnings of Data Governance at Henkel Adhesives MMD - the Role of a Community of Practice and Initial Steps

- Importance of Communication and Data Literacy within Data Governance
- Shape the right person into the right role - initiatives around mindset changes
- Skill Set needed in the Master Data roles
- Connection between the skillsets and the diverse trainings
- Training personas & roadmap
- Measurement of success

Andreea Judele
Global Material DQM Manager
Henkel

9.40 – 10.10 Bringing Data Governance transformation through Data Literacy upscaling

A case study showing how increasing the knowledge of data and analytics of everybody in the organization enabled the successful implementation of Data Governance and positively changed the perception of value the Data & Analytics team creates.

- How to create an engaging framework for Data Literacy upscaling
- How to have the buy-in of leadership and the commitment of everybody else
- How we've measured effects
- Outcomes (expected and the less expected ones) for Data Governance programme and beyond
- The mistakes we've made and what I would do differently next time

Kazik Surala
Head of Data Governance & Analytics
Philip Morris International

10.10 – 10.50 Bridging the AI/Business Gap

· Make AI Drive Real Business Impact
· Break Down Team Silos
· Focus on High-Value AI Projects
· Show Leadership the Value

Fabian Wilckens
CRO
Mindfuel

10.50 - 11.20 Networking Coffee Break

11.20 – 12.00 Panel Discussion
Data Quality as a Part of Every - Data Professional's DNA

Data Quality is essential for generating fit-for-purpose data and fostering trust in decision-making processes. In this talk, we will delve into the importance of upholding high Data Quality standards and address the challenges and misunderstandings often encountered. We will share past experiences, highlighting common pitfalls and effective solutions. By prioritizing trustworthy data, how organizations can make well-informed decisions, enhance operational efficiency, and maintain regulatory compliance, ultimately cultivating a culture of data excellence.

· Kaustubh Khatkhedkar
· Diane Elvers

· Elzbieta Bator
· Paulina Filip

12.00 – 12.30 The NEW AI - Impact on Data Management and Governance "Are We in Danger?"

· Is AI a buzz word or a real industry changer
· Does AI have a significant influence on the data industry ?
· How to leverage AI to improve data management and governance within your organization

Dr. Yaniv Naor Ph.D
Head of Global Master Data Management
Sandoz

12.30 – 13.30 Lunch
13:30 – 13.50 Networking Coffee

13.50 – 14.20 How to Pull Off a Large Data Platform Migration in Record Time?

Platform and systems consolidation is a challenge many corporations face. During this session Maximo Alves, Head of Data Platform Engineering at JustEatTakeAway, will share the JET journey to OneDataPlatform. He will touch base on how to overcome both technical and organisational transformation challenges.

Maximo Alves
Head Of Data Engineering & Governance
Just Eat Takeaway.com

14.20 – 14.50 DOTS - Data Office Transformation Strategy

A fun and colorful presentation about data literacy and dataculture using gamification and LEGO! Digital transformation is about more than just technology. The people and culture of an organization is a vital part of working with data. And the more mature the more independent your organization can be. And just like in real life, when you're not mature yet, how do you learn the best? By playing! Working with data can be so much fun!

Irene Haverkorn will present the new Data Literacy program and Data Governance branding initiatives using gamification and LEGO she developed for PGGM Investment Management and its Data Community.

Irene Haverkorn-Dirks
Data Quality and Data Governance Expert
PGGM

14.50 – 15.20 Focus on Value: Linking Data and Analytics to Business Outcomes

Data leaders have a broad mandate from keeping the lights on to partnering across functions to delivering solutions. Our technology landscapes are complex, requiring large investments at a time when businesses have an increasing focus on costs and profitability. There is tremendous value in Data & Analytics initiatives, however, these are often seen as an expense only. In this session, we will explore ways to

- Use data and analytics to achieve business outcomes such as, growth, innovation, and efficiency
- Prioritize opportunities for the greatest impact with data
- How to become a data driven organization

Jiří Palásek
Director IT Solutions
Edwards Lifesciences

15.20 - 16.00 Networking Coffee Break

16.00 – 16.30 Faster MDM Implementations Using 6D Framework Leading to a Golden Record Setup and Data Quality Governance Cockpit.

- Fast track MDM implementations with a comprehensive 6D framework of Design Sprints and Hackathons
- Golden Record: 360 view of Data using Match and Link or Match and Merge
- Data Quality: Data driven governance focussing on 6 Quality dimensions

Sumeet Nag
Digital Transformation, Strategy & Innovations
BSH Home Appliances Group

16.30 - 17.00 Interactive Brainstorming Session: Lessons learned and how to implement them in your organization

17.00 Day 2 Wrap Up and Conclusion

TESTIMONIALS

> The conference was very interesting and productive. The atmosphere was great thanks to limited number of the guests. I was able to meet specialists that helped me with my actual questions.
>
> **Terumo Europe**

> The ThinkLab was an enriching two-day event focused on Data Management. The insights shared by other companies were truly inspiring, and I'm eager to apply this newfound knowledge in my work."
>
> **BESTSELLER**

> Well organized and from a content perspective invaluable! I believe this event will prove to be one of the most powerful enablers for the discipline that is Master Data Management. It gave me so much great food for thought and important insights, especially for our emerging demands as a business.
>
> **Chain IQ Group AG**

> I had the great pleasure of joining a brilliant group of Data leaders at thinklinkers conference. Great discussion and debate, brilliant presenters and a really great environment created to enable shared learning and experience.
>
> **Marks and Spencer**

> A very relevant conference with many good speakers. The setting with the limited number of participants gave good opportunity to interact both with speakers and other participants
>
> **Maersk Drilling**

> It was a very informative and useful event for us! It was good to meet people in the same field but from other industries. Good to know that more people struggle with the same things as us.
>
> **Pon Equipment and Pon Power**

THINKLINKERS
linking knowledge to success

ABOUT THIS EVENT

Dear Data lovers,

We live in amazing times, where digital transformation is no longer a buzzword but a necessity, and Data is finally getting the much needed attention. And yet, Data Management often takes the back seat, eclipsed by new, shiny tech innovations that come with promises. However, we know and you know, that Data Management is the foundation of Digital Transformation, and the springboard for innovation.
This is the premise of our event.

Throughout these two days, we will cement Data Management's importance in achieving most of today's priorities for building a modern, future-proof organisation, whether it's customer experience, sustainability, compliance or future tech adoption.

Secondly, aside from covering the foundations, we will look into where Data Management is going in the future, with stories from visionary brands, redefining Data Management and how the role of a Data professional is evolving from a tech-geek to an evangelist of the power of Data.

In the age of AI, we will emphasise the importance of Soft Skills and communication, as irreplaceable traits of modern Data Management leaders enabling the intersection between Data value and business success, between ideas and execution.

This is an event that puts in the spotlight the value of Data and celebrates YOU, Data Management professionals, as agents of change, set to skillfully handle the HOW and WHY, the Yin and Yang of successful Data Management.

Interactive Q&A, roundtables, panel discussions and networking time will blur the line between speakers and participants, connecting people, ideas and weaving together stories of success as well as failure.

We can't wait to welcome you to the beautiful city of Prague, home of ThinkLinkers and for this occasion, the home of Data Management.

Yours truly,
Pio Marolla

FOCUSED FORMAT

· Meaningful Networking
· World-class Expert Presenters
· Intimate Envirement
· Interactive Discussions
· Benchmarking Sessions

WHO SHOULD ATTEND?

VPS, DIRECTORS, PROCESS OWNERS, HEADS, LEADS, MANAGERS OF:

· Master Data Managment
· Data Governance
· Data Quality
· CDOs
· Enterprise Information Management
· Information Managment
· Data Management

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