



THINKLINKERS
linking knowledge to success

SEPTEMBER 29TH-30TH | 2021
START: 2 PM CET/ 8 AM EDT

MASTER DATA MARATHON 3.0

ONE WORLD. ONE PEOPLE. ONE DATA



Pio Marolla



Scott Taylor



Christelle Patriarca



Martin Treder



Yaniv Naor



Nefie Travlo



Vinay Simha



Kristin Love



Jean-François
Deldon



Sanjeev Kumar
Upadhyay



Brian Thomsen



Greg McLaughlin



Cesar Pecharroman



Andy Njoo



Sylwia Harewska



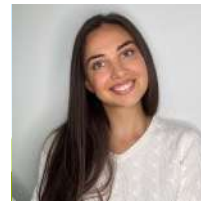
Ben Rund



Jane Blackman



Tobias Nilsson



Natalia Kotova



Nenad Cupic



Carl Smith



Nader N. Anaizi



Carlos Costa



Geert-Jan Verdonk



Alam Anas



Gary Lyng



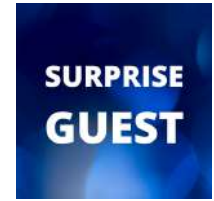
Lars Kjølner



Bo Andersen



Jerome Wittersheim



Petri Hassinen



Monika Kapoor



Ivan Schotsmans



Shawn Zulfikar



Eugen Tissen



Rushabh Mehta



Nikhil Bhatia



Adrian Knapp



Doug Laney



Anna Gleiss

PROGRAM

FIRST LAP

2:00 pm CET **Pio Marolla | ThinkLinkers and Scott Taylor**

8:00 am EDT Opening

2:15 pm CET **Tobias Nilsson | Nobia**

8:15 am EDT How to Become World-Champion in Data Migration

2:45 pm CET **Jane Blackman | Stanley Black & Decker, Inc.**

8:45 am EDT Evolution of Master Data - Past, Present, Future

3:15 pm CET **Brian Thomsen | Astrocytia**

9:15 am EDT Using Master Data for Growth and Change

15 MIN NETWORKING BREAK

FIRESIDE CHAT WITH NTT DATA

4:00 pm CET **Bo Andersen, Lars Kjøller & Scott Taylor**

10:00 am EDT What Companies Need to Do PRIOR to MDM to Ensure Success

4:15 pm CET **Jean-François Deldon | Michelin**

10:15 am EDT How to Involve Business Teams into Data Driven Efforts

PANEL DISCUSSION

4:45 pm CET **How to Get Data Leadership Part of**

10:45 am EDT **Group Management's Agenda**

- Jerome Wittersheim
- Geert-Jan Verdonk
- Nenad Cupic
- Tobias Nilsson

15 MIN NETWORKING BREAK

PROGRAM

SECOND LAP

5:30 pm CET

Geert-Jan Verdonk | [Vanderlande](#)

11:30 am EDT

How Digital Transformation Reveals the Importance of (Master) Data Management

FIRESIDE CHAT WITH [APARAVI](#)

6:00 pm CET

Adrian Knapp & Scott Taylor

12:00 pm EDT

Know Your Data

6:15 pm CET

Monika Kapoor | [Philips](#)

12:15 pm EDT

Building Data Quality Program: Define, Assess, Improve and Control (DAIC) Approach

6:45 pm CET

Ben Rund and Nikhil Bhatia

12:45 pm EDT

[Riversand, a Syndigo Company](#)

Customer Experience Done Right: How the Delivery of Personalized Shopping Lives in the Cloud

30 MIN NETWORKING BREAK

PANEL DISCUSSION

7:45 pm CET

[Drive Business Value through Data Governance](#)

1:45 pm EDT

- Jane Blackman

- Carlos Costa

- Petri Hassinen

- Sanjeev Kumar Upadhyay

8:15 pm CET

Scott Taylor and [Surprise Guest](#)

2:15 pm EDT

Interview / GIVEAWAY

8:30 pm CET

Gary Lyng | [Aparavi](#)

2:30 pm EDT

Making Smarter Decisions About Your Data by Using Data Intelligence

30 MIN NETWORKING BREAK

PROGRAM

THIRD LAP

9:30 pm CET **Ivan Schotsmans | Data Evangelist**

3:30 pm EDT How GSI Influences on Our Master Data Approach

10:00 pm CET **Kristin Love | SomaLogic**

4:00 pm EDT Person Identification in the MDM:
Designing for Change

15 MIN NETWORKING BREAK

PANEL DISCUSSION

10:45 pm CET **Data Driven vs Business Driven Data Management**

4:45 pm EDT - Greg McLaughlin - Shawn Zulfikar
- Nader N. Anaizi - Jean-François Deldon

11:15 pm CET **Greg McLaughlin | Morgan Stanley**

5:15 pm EDT Creative Adventures in Data Governance

30 MIN NETWORKING BREAK

12:15 am CET **Scott Taylor and Doug Laney**

6:15 pm EDT Interview - The Value of The CDO

12:30 am CET **Carlos Costa | Johnson & Johnson**

6:30 pm EDT Our Supply Chain Data Management Journey:
a Synergy of People, Processes and Technology

NETWORKING BREAK FOR 3 HRS AND MORNING REPLAY

PROGRAM

FOURTH LAP

September 30th | 2021

8:00 am CET

Anna Gleiss | Siemens

2:00 am EDT

MDM at Siemens - The Enterprise Journey

9:00 am CET

Vinay Simha | Philips

3:00 am EDT

Architecture Paradigms for Modern MDM

9:30 am CET

Bo Andersen and Lars Kjoller | NTT Data

3:30 am EDT

What is a Master Data Assessment?

15 MIN NETWORKING BREAK

10:15 am CET

Andy Njoo | Outokumpu

4:15 am EDT

Everybody is a Data Manager but Not Everybody is Managing Data

10:45 am CET

Sylwia Harewska | Santander Consumer Bank

4:45 am EDT

My Data Governance Journey: Becoming an Expert from Scratch

11:15 am CET

Alam Anas | Citi

5:15 am EDT

Significance of 'Data Quality Rules' and Refinement of Rules

FIRESIDE CHAT WITH ASTROCYTIA

11:45 am CET

Brian Thomsen and Scott Taylor

5:45 am EDT

Transforming Mindset and Business with MDM

30 MIN NETWORKING BREAK

12:30 pm CET

Nenad Cupic | Thales

6:30 am EDT

Architect Your Way Out Of a Data Jungle. Would You Rather Be Stuck in a Jungle or Have a Walk in the Park?

PROGRAM

FIFTH LAP

1:00 pm CET **Cesar Pecharroman | Jacob-holm**
7:00 am EDT Successful Data Governance Model through the MDM

PANEL DISCUSSION

1:30 pm CET **Machine Learning within MDM**
7:30 am EDT - Cesar Pecharroman - Yaniv Naor
- Martin Treder - Scott Taylor

15 MIN NETWORKING BREAK

2:15 pm CET **Yaniv Naor | Hugo Boss**
8:15 am EDT New Trends in Retail and How it Affects the
MDM Environment

2:45 pm CET **Interview with Scott Taylor and DB Schenker**
8:45 am EDT **Eugen Tissen and Nefie Travlo**
Marketing Your MDM Program

3:00 pm CET **Rushabh Mehta | Matchbook AI**
9:00 am EDT Reference-Based Mastering: The Next Step in MDM

15 MIN NETWORKING BREAK

3:45 pm CET **Christelle Patriarca | Data is Life Consulting**
9:45 am EDT How to Make a Successful MDM
Transformation and a Step Change to
Increase Maturity into Your Organisation?

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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 www.thinklinkers.com



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



ELITE PARTNERS



ASSOCIATE PARTNERS

