

ORGANISED BY:



GROWTH
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EVENT VENUE:

POSTILLION
HOTELS

WORLD DATA SUMMIT

18TH - 20TH MAY 2022
AMSTERDAM, NETHERLANDS

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BY:



EVALUESERVE

piano



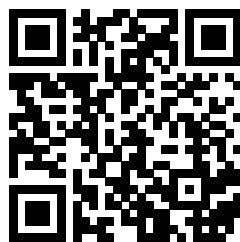
ABOUT THE SUMMIT

Artificial Intelligence (AI), mobile, social and Internet of Things (IoT) are driving data complexity, new forms and sources of data. More and more organisations rely on data analytics when it comes to their growth strategy. These days almost every company generate a huge amount of data, but how to manage it? How to get accurate results and bring value to your business?

GIA Global Group has worked closely with leading experts to identify the main challenges and opportunities for data professionals and pleased to invite you to our annual World Data Summit. We will provide you with not only insights from leading companies, but also a platform, where you could brainstorm the most relevant topics with TOP companies from over the world!

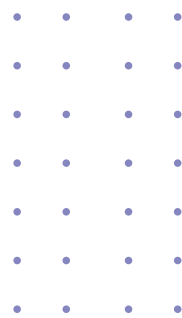
Our three days conference will help to get a better understanding of developing an analytical model for your business and customer growth. Experts will discuss all aspects of data analysis, how to work with unstructured data, how to upgrade data visualisation and interpretability to the next level. Dig deeper into customer analytics or increase your technical knowledge by choosing a designated workshop day.

Join us in Amsterdam and get answers to your data management questions!



18.05 – 20.05.2022

AMSTERDAM, NETHERLANDS



WHO ATTENDS THE EVENT:

Chief Analytics Officers,
Chief Data Officers, CEOs,
Head of Analytics, Head of Data,
Project Managers, Analytics
Managers, Data Scientists,
Statisticians, Engineers, Developers,
Architects, Data Analysts,
BI Developers/Architects,
Performance Engineers, Data
Warehouse Professionals



HAVE A LOOK AT ONE OF OUR RECENT EVENTS

OUR SPEAKERS



EDOSA ODARO

Author of Making Data Work
and Chief Data & Analytics Officer
Tawuniya



THANASSIS THOMOPOULOS

Head of Global Marketing & Commercial Analytics
Adevinta | eBay Classifieds Group



FRANÇOIS MONDINO

VP, CS&Q Data & Analytics
Schneider Electric



RICHARD BENJAMINS

Chief AI & Data Strategist
Telefonica



ADIL BELHOUARI

Senior VP/ Head of BI, Analytics & Data Science
Riyad Bank



DR. SATYAM PRIYADARSHY

Managing Director - India Center,
Technology Fellow and Chief Data Scientist
Halliburton



NELA RICHARDSON

SVP & Chief Economist
ADP



RAY WALSH

Director
EU Observatory for ICT Standards



ANIRVAN SEN

CEO
Fifth Chrome



MOHAMMAD SOLTANIEH-HA

Clinical Assistant Professor
Boston University

ESTHER BONGENAAR

Director of Analytics
Independent



MATZ LUKMANI

Product Lead, Analytics & Attribution
Google



MARKUS PFUNDESTAIN

Founder
LIFE Electronic



MOHAMMAD SHOKOOHI-YEKTA

Lead Applied Scientist at Microsoft
Instructor at Stanford University



ANH TRAN

Senior Data Scientist
DevoTeam



DAVID ESTRADA YAMUZA

Anticipation & Advanced Services Director, Global CS&Q
Schneider Electric



MUHAMMAD AL-ZAFAR KHAN

Senior Data Scientist and ML Engineer
Direct Market Access (DMA)



MICHELLE ANNE TABIRAO

Data Solutions Product Manager
Canonical / Ubuntu



TOMAS NEUBAUER

Chief Technology Officer
Quix



ADRIAN BOGUSZEWSKI

AI Software Evangelist
Intel

OUR SPEAKERS

THRASIO **AUGUSTIN DOKOZA BUKVIC**

Director Analytics CoE
Thrasio



DR RUBEN QUINONEZ

Associate Director
AT&T



ARON BALAZS

Chief Executive Officer
Xtendr



BERTJAN BROEKSEMA

Lead Data Engineer
BigData Republic



GOJKO GALONJA

Software Engineer
Shortcut



MAREK PIKNA

Senior Technical Account Manager
MANTA



JUAN VENEGAS

Data & AI Trainer
Growth Tribe



AVISION HO

Data Scientist
Mettle



BHAVISHYA RAMCHANDER

Assistant VP of Data Strategy & Business Intelligence
JPMorgan



MARKUS PFEFFERER

Partner
Tibil Solutions



WALTER RIVIERA

AI EMEA Technical Lead
Intel



LORRAYNE PORCIUNCULA

Executive Director
Datasphere Initiative



PRANAV CHATURVEDI

Global Head, Life Science Health Care
Analytics Practice
Evalueserve



CAMILA MANERA

Chief Data Officer
LDP



REEMA VADOLIYA

Global Digital Analytics Manager
Whirlpool Corporation



MAXIM GORBACHEVSKIY

CEO
Infographer



HARISH SRIGIRIRAJU

Principal Engineer
Verizon



ADRIEN GUENTHER

Director Analytics
Piano



ALEXANDER KINNER

Client Strategist
Piano



HAMZA KHAN

Head of Data Europe
Nasdaq Data Link



CONSTANTINE RAKITIN-KEIZER

Chief Business Officer
Easy Report

STREAM A

CUSTOMER ANALYTICS

🕒 13:00 📅 18.05.2022

Data & Analytics for Customer Insights events have been bringing the community together for the past two years in Berlin and Prague.

This year we decided to combine the meeting with World Data Summit to multiply networking opportunities and knowledge exchange with data experts from other areas of business.

Stream A will provide you with up-to-date insights on customer analytics. Get a better understanding of the market with the latest analytics techniques and brainstorm your greatest challenges!

WWW.WORLDDATASUMMIT.COM

Stream A

13:00 | Registration & welcome coffee

13:50 | Opening remarks from the Moderator

14:00 | Keynote
Future of Digital Marketing Measurements

- Impact of privacy and ecosystem changes to measurement
- Impact to data actionability & attribution
- Emerging trends in 2022
- Future solutions for online measurement

👤 *Matz Lukmani*
Product Lead, Analytics & Attribution
Google

14:40 | Case Study
How to Give Every Team the Data They Need to Make Smarter Decisions

For a business to be data-driven, every member of the team should have access to the information they need to make decisions. How can analysts spend less time pulling reports and more time getting granular with numbers? By giving data novices what they need with speed. Piano's Adrien Guenther and Alexander Kinner will share insights about how to stop fulfilling requests for other teams and start having the time to uncover in-depth insights for your organization.

👤 *Adrien Guenther*
Director Analytics
Piano & 👤 *Alexander Kinner*
Client Strategist
Piano

15:00 | Panel Discussion
Privacy, Ethics and Customer Analytics

- Ethical data usage in an era of digital technology and regulation
- Consumer online privacy: legal and ethical issues
- Your big data responsibility

MODERATOR:
👤 *Anirvan Sen*
CEO
Fifth Chrome & 👤 *Matz Lukmani*
Product Lead, Analytics & Attribution
Google

👤 *Adil Belhouari*
Senior VP/ Head of BI, Analytics & Data Science
Riyad Bank & 👤 *Esther Bongenaar*
Director of Analytics
Independent



STREAM A

CUSTOMER ANALYTICS

🕒 13:00 📅 18.05.2022

Are you interested to sponsor this event?

We offer a wide range of sponsorship opportunities such as: speaking slots to share your experience with a senior audience. Exhibition locations to develop relationships with your target market. Marketing visibility to improve your reputation within the industry.

For more info about our sponsorship packages, please contact:
annab@worlddatasummit.com
or call +420 234 230 783

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Stream A

15:45 | Networking break

16:30 | Workshop
Data Storytelling and Visualisation

- Creating clear visuals
- Finding the story in your data
- Structuring your story

👤 *Juan Venegas*
Data and AI Trainer
Growth Tribe

17:15 | Case Study
Transforming Customer Experience with User-Journey Analytics and Design

As a scale-up, one of our targets at Mettle is to increase the number of customers we onboard onto our business bank account. To achieve this, we need to create a great user-experience for potential customers when they apply. In this talk, we will discuss how we modelled, analysed and monitored our user-journeys data of this application process to inform decisions on improving the design of this process.

During this presentation you will learn more about:

- Modelling sequence-based data of how users went through the in-app application process
- Establishing metrics that continuously analyse and monitor the performance of each part of the in-app application process
- Collaborating in cross-disciplinary teams that include analysts, data scientists, designers, engineers and product owners to leverage this modelling and analysis to A/B-test and improve the application process

👤 *Avision Ho*
Data Scientist
Mettle

17:45 | Closing remarks

End of day 1

STREAM B

TECHNICAL WORKSHOP

🕒 13:00 📅 18.05.2022

Stream B is dedicated to data scientists & engineers willing to learn practical tips and techniques through an interactive workshops.

Prepare yourself to not only listen but also to carry out a number of training activities from our TOP data experts.

Let's get together and brainstorm intensively to explore game changing insights!

WWW.WORLDDATASUMMIT.COM

Stream B

13:00 | Registration & welcome coffee

13:20 | Opening remarks from the Chairperson

13:30 | Expert View
AI and Data Governance and Standards

In a rapidly developing and global process of Digital Transformation, Data is the Oxygen that is fuelling AI, IoT, Cloud and Smart Cities products, services and tool. To facilitate scalability, interoperability and trade on an international scale, STANDARDIZATION became a priority of the European Commission to enhance the Digital Single Market.

This Talk will look at the State-Of-The-Art in relation to AI/Data Standards and provide guidance on how this rapidly changing digital landscape will evolve.

👤 *Ray Walshe*
Director
EU Observatory for ICT Standards

14:05 | Keynote
Hottest Real World Applications of Deep Learning

- Deep Learning buzz words
- Who saves more lives: Deep Learning or Doctors?
- Challenges, bottlenecks and future opportunities
- Latest trends and the future of Deep Learning
- Takeaways from industrial experiences

👤 *Mohammad Shokoohi-Yekta*
Lead Applied Scientist at Microsoft
Instructor at Stanford University

14:50 | Case Study
Real-Time Inference Performance. Magic in 7 Lines of Code

You've already trained your great neural network. It reaches 99.9% of accuracy and saves the world. You would like to deploy it. However, you don't have a server with expensive discrete GPUs. Moreover, you don't want to build an API. After all, you are a Data Scientist, not a Web Developer... So, is it possible to automatically optimize and run the network on both CPU and iGPU you have already? Let's check! During the talk, I'll present the OpenVINO™ Toolkit. You'll learn how to automatically convert the model using Model Optimizer and how to run the inference with OpenVINO Runtime. The magic with only a few lines of code. After all, you'll get a step-by-step jupyter notebook, so you can try it at home.

👤 *Adrian Boguszewski*
AI Software Evangelist
Intel

STREAM B

TECHNICAL WORKSHOP

🕒 13:00 📅 18.05.2022

At GIA Global Group we encourage continuous learning. We constantly look for and share industry insights!

Follow us on [LinkedIn](#) and check out our [virtual library](#) for interviews, case studies and reports from around the globe!

The topics we cover:

- Data & Analytics
- Data Privacy & Compliance
- Smart Manufacturing
- Third Party & Supply Chain Cyber Security

WWW.WORLDDATASUMMIT.COM

15:20

Case Study

Applications of Physics-informed Neural Networks in Financial Markets (Doing Deep Learning Without Data)

- A brief outline of the underlying mathematics required to understand the presentation - The classical approach to pricing contingent claims, the and the basics of neural networks
- Various classical derivative pricing models worked on, and their PINN implementation
- A discussion of some Python code and the results produced thereof
- Extensions - Quantum PINNs (q-PINNs)
- Future work - Calculating conservation laws, and hence hedge ratios with NNmodels

👤 [Muhammad Al-Zafar Khan](#)
Senior Data Scientist and ML Engineer
Direct Market Access (DMA)

15:50

Coffee break

16:30

Workshop

How to Recover Selection Bias from Sample and Survey Data

- What is Selection Bias?
- How to correct Selection Bias?
- Case study
- Putting all measurements together

👤 [Anh Tran](#)
Senior Data Scientist
DevoTeam

17:00

Case Study

Machine Learning & Streaming Data

In this workshop, we will build real-time sentiment analysis on messages sent from the audience and Twitter. We will talk about:

- Using ML model together with Kafka
- Building scalable and reliable ML systems

👤 [Tomáš Neubauer](#)
CTO
Quix

17:20

Case Study

Open Source Data Solutions on Any Cloud

- Why open source data solutions matters in an organisation's data transformation journey
- How to run developer's favourite open source databases on Kubernetes, cloud or on-premise
- How to design, operate, maintain, and secure a robust open source database deployment at scale

👤 [Michelle Anne Tabirao](#)
Data Solutions Product Manager
Canonical / Ubuntu

17:50

Closing remarks

Stream B

End of day 1

MAIN CONFERENCE

🕒 08:30 📅 19 - 20.05.2022

The feedback speaks for itself...

To what extent has this conference met your expectations?

«Great! I learnt a lot, this was the primary target and also networked, which is the secondary, but very important goal» - [Schneider Electric](#)

«Excellent conference held with a professional touch» - [UAE Exchange](#)

«Very much and more. I like the small, intimate nature of the conference» - [Badoo](#)

«Amazing experience being a member of this event and glad to hear very interesting topics and meet people from the business» - [Statathlon](#)

«The event was excellent, I really enjoyed the networking part, participants were really interesting - well done selecting the team!» - [Erste Group](#)

08:30 | Registration & welcome coffee

08:50 | Opening remarks from the Chairperson

09:00 | Expert View

Data as a Tool to Uncover Truth and Inform Strategy

As the underpinning of all good technology, data insights can provide a surefire path to better outcomes. From hiring to payroll to promotion and everything in between – each datapoint reveals a truth that can help you make better decisions. Whether you are a business leader or a worker – understanding data and how to use it can empower you to improve your contributions. It can also unlock the doors to a more diverse, equitable and inclusive world of work. As ADP sits at the center of workforce data, Nela can dive into how data can improve society by fostering connections and how it is going to inform the future of work and help to create a workplace that is impervious to change. Nela will provide attendees with a greater understanding of the latest labor market research and the power of data as a force for social good.

 *Nela Richardson*
Senior Vice President and Chief Economist
ADP

09:30 | Case Study

Federated Learning: Data for AI in the Age of Data Regulations

In the last few years, data have been gaining a lot of attention because of the essential role they play to feed AI models and applications. Despite the driving factor has always been AI, data have now become so important that are also redefining laws, regulations and the ways infrastructure are built. In this session we'll learn how the problem of respectfully accessing data for AI purposes can be solved through Federated Learning.

 *Walter Riviera*
AI EMEA Technical Lead
Intel

09:50 | Expert View

Hurdles in Becoming an Insights Driven Organisation

- Opportunity and reality
- The transformation process
- Resistance and ethical boundaries

 *Esther Bongenaar*
Director of Analytics
Independent

10:20 | Coffee break

11:00 | Interview

Un-breaking Silos: a Counterintuitive Approach for Making Data, AI and Organisations Work

- Discuss why silos are so BAD for data, AI and our organisations
- Discuss why silos are so GOOD for data, AI and our organisations
- Exploring global use cases that have struggled with this conundrum
- Revealing tangible techniques that address the challenges and leverage the power of silos

 *Edosa Odaro*
Author of *Making Data Work* and Chief Data & Analytics Officer
Tawuniya

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11:30

Case Study

A Farewell to Broken Data Pipelines and Delayed Releases

Achieving data pipeline observability in complex data environments is becoming more and more challenging but it is the key to accelerating your business.

Attend this session to find out:

- How to uncover your data blind spots
- How to deliver pipeline visibility to all data users so they know exactly which areas demand immediate attention
- Monitor data conditioning over time to ensure data accuracy and trustworthiness
- Carry out automated impact analyses to prevent data incidents and accelerate application migration

 *Marek Pikna*
Senior Technical Account Manager
MANTA

12:00

Panel Discussion

How to Reduce Company Costs Using AI?

MODERATOR:
 *Camila Manera*
Chief Data Officer
LDP

 *Edosa Odaro*
Author of *Making Data Work*
and Chief Data & Analytics Officer
Tawuniya

 *Bhavishya Ramchander*
Assistant VP of Data Strategy
& Business Intelligence
JPMorgan

 *Mohammad Soltanieh-ha*
Clinical Assistant Professor
Boston University

 *Michelle Anne Tabirao*
Data Solutions Product Manager
Canonical / Ubuntu

 *Walter Riviera*
AI EMEA Technical Lead
Intel

12:45

Lunch

14:00

Keynote

Maximizing the Data-Driven Innovation Requires Paradigm Shift

Industry reports show 30-60% of data-driven, data science, Big Data, Artificial Intelligence projects either fail or do not produce the desired outcome for the business. For data driven innovation to succeed a paradigm shift is needed in the business. The paradigm shift in terms of time to value from the data and return on innovation. I will discuss some of the success stories and the roadmap that leads to that success.

 *Dr. Satyam Priyadarshy*
Managing Director - India Center, Technology Fellow and Chief Data Scientist
Halliburton

14:30

Case Study

ROI for AI Starts with Strategy Unification

While roughly a quarter of business leaders say that their organizations are data-driven, this is down by almost 14% from last year, according to Harvard Business Review. How is it that advanced analytics and AI are becoming more widespread, yet companies are still struggling to see an impact on key decisions and achieve ROI? This session shares case studies that illustrate:

- Common challenges in pitfalls for data, analytics, and AI initiatives
- Framework for aligning your analytics initiatives to business strategy and end user needs
- How domain-specific solutions can help you scale impact

 *Pranav Chaturvedi*
Global Head, Life Science Health Care Analytics Practice
Evalueserve



14:50

Case Study

E2E Customer & Product Journeys Data Sources For Increasing Customer Satisfaction

- Schneider's purpose is to empower all to make the most of our energy and resources, bridging progress and sustainability for all. At Schneider, we call this Life Is On
- The Global Customer Satisfaction & Quality organization of Schneider is dedicated to Customers First, Premium Quality & Reliability, Ultimate experience
- The Data & Analytics group of Global Customer Satisfaction & Quality has the mission to provide all possible insights, from Customer Verbatim to Internal Data, and bring them in an easy way, allowing diagnosis, prediction and prevention
- Leveraging the Big Data infrastructure of the company, we built an end-to-end setup for collecting, merging and presenting data, with an AI layer to pull up deeper insights

 *Francois Mondino*
CS&Q Data & Analytics
Schneider Electric

&

 *David Estrada Yamuza*
Anticipation & Advanced Services Director, Global CS&Q
Schneider Electric

15:30

Case Study

Public Eye - How We've Built The First Open Source Crowd Monitoring Tool for The City of Amsterdam

- The challenges we faced when developing cutting-edge open-source software together with public entities
- All aspects of stakeholder management, project management and the development process
- A list of action points and lessons learned that cities and government can take to increase their own chances of success

 *Markus Pfundstein*
Founder
LIFE Electronic

16:00

Coffee break

16:30

Case Study

Exploring The Role of Digital Platforms in Building a Big Data Analytics Capability

This talk discusses results from recent research about the role of digital platforms when building a Big Data Analytics Capability in an organization. Topics that will be discussed:

- Resource-based theory: Organizational resources, capabilities, resource-picking, and capability building
- Building a Big Data Analytics Capability in your organization
- The role of digital platforms for efficient allocation of resources and governing Big Data Analytics
- Platform boundaries, Digital Options, and Technical debt


 *Bertjan Broeksema*
Lead Data Engineer
BigData Republic

17:00

Panel Discussion

Modern Data Strategy Essentials Today

MODERATOR:

 *Augustin Dokoza Bukvic*
Director Analytics CoE
Thrasio

 *Gajko Galonja*
Software Engineer
Shortcut

 *Lorrayne Porciuncula*
Executive Director
DataspHERE Initiative

 *Dr. Satyam Priyadarshy*
Managing Director - India Center,
Technology Fellow and Chief Data Scientist
Halliburton

 *Marek Pikna*
Senior Technical Account Manager
MANTA

08:30 | Registration & welcome coffee

08:50 | Opening remarks from the Chairperson

09:00 | Keynote
good+greenAI4business+4good

- AI provides a huge business opportunity, but also comes with great responsibilities
- Those responsibilities relate to ethics, use for good and environmental sustainability
- In this talk, we discuss and give examples of those three responsibilities such as ethics principles and their implementation, AI for COVID-19 and climate change and green AI

 *Richard Benjamins*
Chief AI & Data Strategist
Telefonica

09:30 | Case Study
The Next Generation of Data Collaboration: PETs

How to maximize data value while preserving privacy? Exploring an emerging set of technologies known as «privacy-enhancing technologies” (PETs), and their ability to unlock new value in different industries by facilitating new forms of data-sharing.

 *Aron Balazs*
CEO
Xtendr

09:50 | Case Study
Growing Your Data Organisation with a Monetisation Strategy

- Helping data teams increase their value within a larger organisation
- Generating both insights and revenue
- Using data revenue to grow a team

 *Hamza Khan*
Head of Data Europe
Nasdaq Data Link

10:20 | Coffee break

11:00 | Round Table Discussion

RT 1 – Business Intelligence: Increasing Availability and Decreasing Costs

 *Constantine Rakitin-Keizer*
Chief Business Officer
Easy Report

RT 2 – Streamlining AI Development Through Cloud Computing

 *Mohammad Soltanieh-ha*
Clinical Assistant Professor
Boston University

RT 3 – Get a New Analytics Tool Up and Running Fast

 *Adrien Guenther*
Director Analytics
Piano

&

 *Alexander Kinner*
Client Strategist
Piano

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12:00

Case Study

From Clean Clothes to Clean Data: Transforming Data at a 110 Year Old Manufacturing Company

Whirlpool Corporation, a 110 year old manufacturing company, is focused on becoming much more customer centric. This is driven through digital transformation initiatives led by the Digital Centre of Excellence (DCoE). Attend this talk to learn more about:

- How the DCoE supports digital transformation across the organisation
- Best practices that have been used to support regional teams to standardise foundational practices and grow their digital analytics maturity
- Building networks and collaborative communities to share knowledge and unlock value

 *Reema Vadoliya*
Global Digital Analytics Manager
Whirlpool Corporation

12:30

Case Study

How Advanced Analytics and AI can reduce Supply Chain Management risks

 *Markus Pfefferer*
Partner
Tibil Solutions

12:50

Closing remarks

13:00

Lunch

MORE CONTENT ONLY IN OUR EVENT APP

VIRTUAL

Case Study

A primer on Cloud-Based Data Warehousing

- What is a Data Warehouse?
- On-premises versus Cloud-based Data Warehouses
- Criteria to select Cloud-based Data Warehouse Solutions

 *Dr Ruben Quinonez*
Associate Director
AT&T

VIRTUAL

Case Study


AI in Finance: Automation, Chatbots, and Banking

 *Bhavishya Ramchander*
Assistant VP of Data Strategy & Business Intelligence
JPMorgan

VIRTUAL

Case Study

Impact of 5G on Data Analytics and AI

 *Harish Srigriraju*
Principal Engineer
Verizon

3 DAY 2

ABOUT THE ORGANISER

GIA Global Group is a team of the experienced market research and event management professionals aiming to boost business intelligence with a focus on cyber security, data analytics and operational excellence.

Through the high quality international events gathering leading experts and senior level executives globally we strive to provide businesses with the best industry practices and help companies to grow and achieve commercial success.

Our mission is to bring the maximum value to improve your business strategy and operations empowered by growth, innovation and agility.

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OR CALL

+420 234 230 783

Contact us:

Anna Beklemisheva

Project Director

GIA Global Group s.r.o.

annab@worlddatasummit.com

+420 774 637 957

GIA Global Group s.r.o

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Registered office address:

Karlovo náměstí 317/5, Nové Město,

120 00 Praha 2, Czech Republic

Company Number: 06437770



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