DataDriven Business

Enterprise Data Leadership Summit

March 19-20, 2014 | Two-day conference led by thought leaders and practitioners, Chicago, IL

Maximize the Value of Data as an Enterprise Asset — Elevate Your Data and Analytics Strategy to the C-Suite

> **The rise of the Chief Data Officer** – put data and analytics at the heart of your business by shifting Data Governance and data-fueled strategic decisions to the C-Suite

> **Deal with data deluge** – achieve multichannel organizational data consistency by reinventing information management and data quality frameworks

> **Unlock the true value of your data** – extract real business value from enterprise data assets and identify new revenue streams and platforms through data-driven initiatives

> **Improve core business processes** by defining ownership and accountability for data assets

> **Build a regulatory compliance framework** into overall data management strategy to comply with data protection legislation and privacy concerns
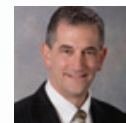
"Data collected by organizations has become the fuel that propels and enables growth, efficiency and scale. Ensuring that these data assets are safe, extracting insight and value from them are critical and need to be on the radar at each organization level, from the boardroom to sales, to operations, to manufacturing … The Enterprise Data Leadership Summit connects these dots from leaders who have executed and succeeded in leveraging their data assets."

Paul Bradley, Chief Data Scientist, Method Care

Speakers include:

Peter Aiken
Founding Director
Data Blueprint

John Bottega
Chief Data Officer
Bank of America

Jacklyn Osborne
Americas Chief Data Officer
HSBC

Ursula Cottone
Chief Data Officer
KeyBank

Rob Jayson
Chief Data Officer
Zenith Optimedia

Anthony Palella
VP of Data Analytics
Angie's List

Kira Chuchom
Lead Data Governance
Microsoft

John Eisenhauer
Sr. Director, Data Governance
McKesson

OPEN NOW for full agenda and speaker details

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A message from the Chairman

The Enterprise Data Leadership Summit is a key conference in an exciting new field of awareness - data as an organizational asset.

The challenges of data, how to leverage it and make good organizational decisions about it, are increasingly on the minds of executives.

We have copious amounts of evidence that increasingly complex technical environments are placing growing demands on current technology leadership. If we ask them to do more with data, then something else must slip.

IT correctly runs according to a project mentality but data is not a project and attempting to run it as one has led to many, many implementation challenges. In fact, in 25 years of working IT project failures, I've never found one that didn't emanate from a data source.

The disconnect between the business and IT over data is so vast that everyone recognizes the challenge.

At the Enterprise Data Leadership Summit 2014, we will be focusing on two key areas: data leadership and building analytical foundations.

We have gathered a number of significant thought leaders in each area to present key findings based on real world case studies.

These senior-level executives will share their take on leadership, Enterprise Information Management, achieving efficacy in operational investments, regulations and compliance, high quality actionable intelligence and the future of data-driven organizations.

Join us in Chicago to learn how you can apply these concepts in your organization.

Peter Aiken
Founding Director
Data Blueprint

Why is the ENTERPRISE DATA LEADERSHIP SUMMIT needed now?

In today's fast-moving "Big Data" world, streamlined Enterprise Information Management is increasingly the key ingredient that allows businesses to gain strategic insights from their data. However, for many organizations optimization of Data Governance processes remains terra incognita and the questions of which data matters and how it should be used remain open.

Join in the discussion and get the answers to your Data Governance related questions from leading organizations and thought leaders in financial, insurance, health care, government and retail sectors.

"Turning data into dollars is a top CEO-level priority. This conference addresses the needs of the data-driven leaders who must overcome the barriers to achieving this potential."

Jaime Fitzgerald, President, Fitzgerald Analytics

"Everyone is talking data. Big Data, small data, compliant data... how can I get more value out of our data? This conference will cover what is already on everyone's mind, how do I maximize the value I get out of my data? With the diverse set of speakers and experts lines up to present here - I am sure this will be the data event not to miss."

Sherri Adame, Global Data Governance and Quality Director, Premier Farnell

"I believe that the subject of Information Governance is an important one for our success in the Information Age. Conferences dedicated to the subject allow business leaders and professionals to focus on information independent of the technologies in which it is stored and managed. This is of great importance as it allows conversation to remain pure and focused on what is most important - the Information."

John Eisenhauer, Sr. Director of Data Governance, McKesson

"Join us at the Enterprise Data Leadership Summit in Chicago to learn how to increase operating profits with your well governed data."

Anthony Palella, VP of Data Analytics, Angie's List

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Enterprise Data Leadership Summit 2014

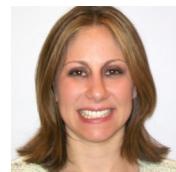March 19-20, 2014 | Two-day conference led by thought leaders and practitioners, Chicago, IL

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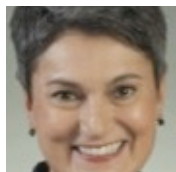## Check out our unrivalled line-up of Enterprise Data Management experts:

Peter Aiken
Founding Director
Data Blueprint

John Bottega
Chief Data Officer
Bank of America

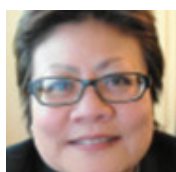**Jacklyn Osborne**
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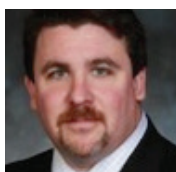**Ursula Cottone**
Chief Data Officer
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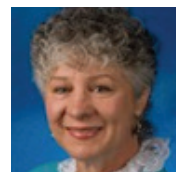Sr. Director, Data Governance
McKesson

Matt Graves
Chief Data Officer
Infogroup

Paul Bradley
Chief Data Scientist
MethodCare

Sherri Adame
Global Data Governance and Quality Director
Premier Farnell

Melanie Mecca
Product Manager, Data Management Maturity Model
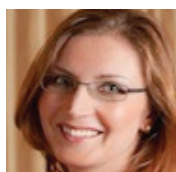**CMMI Institute**

Saikat Mukherjee
Principal Data Scientist
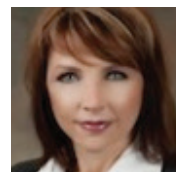**ShareThis Inc.**

Pete Kledaras
Chief Risk Officer
CashStar

William Groves
SVP Data, Insight and Analytics
D&B

Olga Maydanchik (TBC)
VP of Data Quality
Citi

Larry Shiller
Founder and Chief Executive Officer
Learner's High

Tammy Tyree
Data Warehouse and Data Integration
The Depository Trust & Clearing Corporation

Gregory Short
President and Founder
DataDNA

Check out the full agenda on the next page!

For more information on the event visit the conference homepage at:
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Agenda Day One

Conference Chair's Welcome Keynote `KEY NOTE`

Build a strong foundation for your Enterprise Information Management and create a data-driven culture at your organization

Data driven approach to Enterprise Information Management is the key component in success and competitive advantage of organizations. This keynote explores major trends and approaches to building a strong data strategy and optimizing Data Governance processes with an aim of leveraging data as an enterprise asset.

Peter Aiken, Founding Director, **Data Blueprint**

SESSION 1: LEADERSHIP AND DATA – ADJUST YOUR ORGANIZATIONAL STRUCTURE TO MAKE THE MOST OF YOUR DATA ASSETS

Governance and Stewardship – how to build and manage this model `CASE STUDY`

- Stay ahead of the curve: define ownership and responsibility for data
- Vital initial steps in structuring a strong management team to get the most out of enterprise data.

Speaker to be revealed

Chief Data Officer – an emerging role delivering data-centric information solutions in the context of increasing business value `KEY PANEL`

- Hear real stories of why organizations in heavily regulated industries are introducing a new Chief Data Officer role to their C-Suite
- Understand a starting point for a CDO and his/her role in bridging the disconnect between IT and business

Moderator: Larry Shiller, CEO, **Learner's High**

Panelists: John Bottega, Chief Data Officer, **Bank of America & Ursula Cottone,** Chief Data Officer, **KeyBank**

CIOs vs. CDOs – Navigating internal politics and establishing a data-centric, analytic culture `CASE STUDY`

- Explore best practice for bringing the Data Governance conversation from the IT break room to the executive conference room.
- Mobilize resources and build a receptive partnership between IT and business leadership teams to adopt a powerful and dynamic data strategy

John Eisenhauer, Sr. Director, Data Governance, **McKesson**

3 steps to becoming a successful Chief Data Officer `CASE STUDY`

- Ready: how to obtain a better understanding of internal and external data to make sharper decisions about enterprise information assets
- Steady: develop and implement a data strategy that works
- Go: Mobilize cultural change and accelerate frontline data strategy adoption

Rob Jayson, Chief Data Officer, **ZenithOptimedia**

SESSION 2: ORGANIZATIONAL OVERVIEW OF DATA ASSETS: MAP OUT EXISTING DATA FLOWS AND MAXIMIZE EFFICIENCY IN YOUR OPERATIONAL INVESTMENTS

Key priorities within the first 90 days of a Data Governance program initiation `CASE STUDY`

- Create a strategy to address the key business drivers of your Data Management program
- A method to create a clear 3-year roadmap of the essential data domains of your business
- Stand up enterprise Data Management and Data Governance functions
- Take control of your 3rd party data – What you acquire and what you disseminate

Speaker to be revealed

The Data Management Maturity Model (DMM) – build a comprehensive framework for the evaluation and assessment of an organization's capabilities in enterprise data management `CASE STUDY`

- Learn how the Data Management Maturity Model, developed in collaboration with the Enterprise Data Management Council, can define the components of data management at a specific business-process level
- Evaluate the maturity level of your data management processes to discover new ways of optimizing organizational productivity
- Set process improvement goals and priorities

Melanie Mecca, Product Manager, DMM, **CMMI Institute**
A special copresenter TBC

Sustainable Data Governance: develop multichannel organizational data consistency

- Key recommendations on overcoming the dangers of siloed data
- Learn how to recognize sources of data-driven advantage
- Consolidate multichannel databases and achieve organizational data consistency

Kira Chuchom, Lead Data Governance, **Microsoft**

Driving excellence into Master Data Management (MDM) `CASE STUDY`

Are you looking at starting an MDM program? Or have you tried for 3 years to get a program up and running? This presentation will share ideas on how to drive excellence into delivery of you MDM, from laying the foundation to operationalizing your master data. Topics include:

- Creating a foundation for success
- Uniting stakeholders
- Doing right by your data
- It's not just about the data model

Sherri Adame, Global Data Governance and Quality Director, **Premier Farnell**

Big Data and Metadata – overcoming the dangers of siloed data `CASE STUDY`

- Keep up to speed: capture the potential value of structured and unstructured data flowing through your organization
- Best practices in extracting meaningful data from the clutter
- Step up the pace of your analytic agenda by delivering highly actionable data

Peter Kledaras, Chief Risk Officer, **Cash Star**
Saikat Mukherjee, Principal Data Scientist, **ShareThis**

Improve your core business processes to deal with data deluge `PANEL`

- Key takeaways on dealing with data deluge
- Identify crucial internal and external data for enhanced information management

Moderator: Gregory Short, Founder, **DataDNA**
Panellists TBC

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Agenda Day Two

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SESSION 3: REGULATIONS AND COMPLIANCE: ORGANIZE DATA TO ADDRESS NEW AND CHANGING REGULATIONS

Build a regulatory compliance framework into your overall data management strategy `CASE STUDY`

- Regulatory compliance as a vital priority in your data strategy
- Organize your data to navigate the portfolio of regulatory change and develop a standardized approach to tracking and reporting information
- Align Enterprise Information Management processes to minimize uncertainty
- Assure your customers that your organization meets regulatory standards

Jacklyn Osborne, Americas Chief Data Officer, HSBC

Comply with data protection legislation/information privacy constraints

- Practical tips on efficiently navigating complex data protection legislation
- Double down on building a solid data protection framework to achieve security in all aspects of handling personal data
- Ensure the compliance of data-driven initiatives with your organization's data protection policies and standards
- Proactively identify and alleviate privacy and data protection issues and risks

Speaker TBC

SESSION 4: UNLOCK THE VALUE OF ENTERPRISE DATA: ACHIEVE THE GOAL OF HIGH QUALITY ACTIONABLE INTELLIGENCE

Best practices for using data to increase enterprise productivity `CASE STUDY`

This case study will highlight the fundamental steps to developing a strong data and analytics infrastructure:

- A week in the life of an Analytic Scenario
- Work Doctrine
- Best Practices

Anthony Palella, VP of Data Analytics, Angie's List

Institute an effective Data Quality (DQ) framework to provide consistent and enhanced visibility into DQ

- Develop and implement a common DQ framework to achieve consistency and optimal data quality across all organizational units
- Reduce costs and make sharp business decisions based on high quality actionable data
- Minimize operational risks through improved data quality and stronger data strategy

Olga Maydanchik, VP of Data Quality, Citi (TBC)

Advanced Analytics at D&B, Pitfalls and Applications `CASE STUDY`

- Achieve the goal of high quality data through sophisticated analytics techniques
- Utilize Big Data and analytics to make better business decisions on a day-to-day basis
- Shift dollars to the most effective channels – based on advanced analytics findings

William Groves, SVP Data, Insights and Analytics, Dun & Bradstreet

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Develop a logical data warehouse – create the optimal architecture to suit your data requirements and capitalize on data assets

- Establish a logical data warehouse and gain a virtual view of your your data
- Overcome the problem of siloed and disparate data
- Meet your growing analytic needs through improved data management architecture

Tammy Tyree, Data Warehouse and Data Integration, The Depository Trust & Clearing Corporation

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Case Study: **Business Intelligence from data - identify and grow new revenue streams and markets** `CASE STUDY`

- Get deeper perspective of data-driven advantages through predictive modeling and intelligent business analysis
- Translate insights from business intelligence into operations
- Gain a substantial competitive edge and boost customer retention rates through a smart data strategy

Speaker TBC

Extract real value from your Big Data assets

- Drive business intelligence with advanced analytics for Big Data to outperform your competitors
- Achieve the goal of clean and consistent data delivered from vast external sources
- Understand the latest Big Data technologies and what they can do for your data strategy

Matt Graves, Chief Data Officer, Infogroup

Panel: **Greater competitive advantage through actionable data** `PANEL`

- Cost-benefit analysis for your data strategy, understand the ROI on the data asset
- Outperform your competitors: effective data strategy as the base for increased profitability and competitive advantage
- Expand your customer base: Improve your interaction with existing and future clients through effective Enterprise Information Management

Paul Bradley, Chief Data Scientist, MethodCare, Inc.
Additional panellists TBC

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What sets this conference apart from the rest?

Our Summit will offer real-life solutions to bridging the gap between the IT department and business units and elevating your data and analytics strategy to the executive conference room.

> **Enterprise Information Management Experts:** 30+ Chief Data Officers, Chief Data Scientists, EIM Directors/SVPs and other corporate-level executives from leading organizations will come together to offer their take on the importance of streamlining information management processes.

> **25+ engaging sessions, case studies and panel discussions** will give you a glimpse at the top leaders' real-life experience and success. Learn about how you can streamline your Data Governance processes from the best!

> **Intimate Community:** This event unites the most respected Enterprise Information Management leaders to create a forum that will continue to define the future of financial, insurance, health care and government sectors.

> **Devoted Delegates:** We help bring together over 150 senior-level executives striving to connect the dots and elevate their data and analytics strategy to the corporate level.

DO YOU OFFER AN ENTERPRISE DATA SOLUTION?

The Enterprise Data Leadership Summit provides you with a remarkable opportunity to showcase your products and solutions to a host of key potential clients with real spending power.

Ensure your company is represented at this exceptional event!

Contact Data Driven Business to take advantage of our sensational sponsorship packages and get your products or services seen by the right people!

- Drive home your message - limited speaking slots available
- Pre, during and post conference exposure on marketing material and web site to 100,000+ contacts
- Assure 1:1 interactions with a private dinner or workshop
- Branding and marketing exposure through lunch, coffee or networking party sponsorship
- Showcase your products and services with an exhibition booth
- Cost effective messages with inserted mail pieces

Stay ahead of the competition and secure your place now!

You will benefit from multiple opportunities to talk with the clients and prospects you want to do business with and kick start your sales. All under one roof and all in just two days - saving you both time and money!

Call me now to find out how you can get involved!

Brian Smith
Vice President, Business Development
Data Driven Business
Telephone: 201-234-4764
Email: bsmith@fcbusinessintelligence.com

HERE IS A SAMPLE OF THE LEADING BRANDS WHO ATTENDED DATA DRIVEN BUSINESS EVENTS IN THE PAST:

Bank of America · Capital One · KeyBank · American Express · HSBC · Allstate · Farmers Insurance · Liberty Mutual · AIG · Google · Microsoft · Twitter · macy's · P&G · The Walt Disney Company · IBM · zynga · ORACLE · NASA · Adobe

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Enterprise Data Leadership Summit

Register NOW in 3 easy steps:

1. PICK YOUR EVENT PACKAGE

ENTERPRISE DATA LEADERSHIP SUMMIT END USERS/CONSULTANTS/PRESS	Super Early Bird Price (expires December 20th)	Early Bird Price (expires January 24th)	Last Chance (expires February 21st)	Full Price
Premium Pass • Access to conference room • Networking lunch and coffee breaks • Evening drinks reception access • Access to exhibition hall • Access to presentation slides post-conference • Access to audio recordings of every conference session • Access to pre-conference workshops	$1695 ☐	$1895 ☐	$2095 ☐	$2195 ☐
Gold Pass • Access to conference room • Networking lunch and coffee breaks • Evening drinks reception access • Access to exhibition hall • Access to presentation slides post-conference • Access to audio recordings of every conference session	$1595 ☐	$1795 ☐	$1995 ☐	$2095 ☐
Silver Pass • Access to conference room • Networking lunch and coffee breaks • Evening drinks reception access • Access to exhibition hall • Access to presentation slides post-conference	$1395 ☐	$1595 ☐	$1795 ☐	$1895 ☐
Conference Materials • Access to presentation slides post-conference • Access to audio recordings of every conference session	$300 ☐			

2. DELEGATE DETAILS

Mr / Mrs / Ms / Dr: _____ First name: _____ Last name: _____ Company:_____

Position / Title: _____Telephone: _____ Fax: _____

E-mail: _____ Country: _____ Address: _____ Postcode: _____

3. PAYMENT

I enclose a cheque/draft for: $_____ (payable to FC Business Intelligence)

Please invoice my company: $ _____ Purchase Order No.: _____

Please charge my credit card: $ _____

Amex ☐   Visa ☐   Mastercard ☐

Credit card number: _____

Expiry date: _____ Security Number (last three digits on back) ____

Name on card: _____

Signature:_____ Country:_____

FAX THIS FORM TO 201 204 1673

Group Discounts
Come with members of your team and take advantage of Data Driven Business' special group discounts.
The more attendees you sign up, the more money your company saves!
For details, contact Antanina Kapchonava at 201-204-1674

4 EASY WAYS TO REGISTER TODAY!

ONLINE: www.datadrivenbiz.com/enterprise-data-leadership/register.php

E-MAIL: Antanina Kapchonava, antanina@datadrivenbiz.com

FAX: Send this form by fax to: 201 204 1673

CALL: Antanina Kapchonava, 201-204-1674

Register In Minutes at: **www.datadrivenbiz.com/enterprise-data-leadership/register.php**

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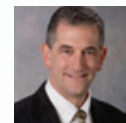
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