

# CDO EXECUTIVE FORUM 2014

NOVEMBER 12, 2014 – NEW YORK, WYNDHAM NEW YORKER HOTEL

## EVOLUTION OF THE CHIEF DATA OFFICER – ELEVATE YOUR DATA STRATEGY TO THE CORPORATE LEVEL

- **Mobilize your C-suite** and prepare your organization for a new data-driven culture
- **Translate your enterprise data assets into intelligence** by reconsidering your approach to information management processes
- **Reach the consensus between the IT and business units** to attain organizational efficiency and eliminate the dangers of siloed data
- **Get a granular view of your data:** use analytics to separate clutter from meaningful information and boost your company's profitability
- **Deliver highly actionable data** through enhanced data management and analytics initiatives

*"I had a great time at the conference and feel like we left with a very valuable experience. We have already shared much of what we learned with our leaders and it is helping us gain more acceptance with our leadership. It was a great event."*

Laura Tellmann, Director Clinical Informatics, BJC Healthcare  
on our Enterprise Data Leadership Summit

### SPEAKERS INCLUDE:



**Peter Aiken**  
Founding Director  
Data Blueprint



**David Gleason**  
Head of Data  
Strategy  
BNY Mellon



**Jon Minkoff**  
Chief Data Officer,  
Enforcement Bureau  
Federal Communications  
Commission



**Julia Bardmesser**  
Global Head of Business  
Data Management,  
Chief Data Office  
Citi



**Mike Jennings**  
Senior Director,  
Enterprise Data  
Architecture  
Walgreens



**Peter Presland-Byrne**  
Chief Architect  
Information Technology  
Freddie Mac



# CDO EXECUTIVE FORUM 2014

November 12, 2014 | C-level forum led by thought leaders and practitioners, New York, NY



**Dear Colleague,**

I am delighted to announce the **CDO Executive Forum 2014**, a senior-level event that will bring together the brightest minds from the government, financial, healthcare, insurance, media and technology sectors to offer exclusive practical advice on improving core business processes through efficient leveraging of the enterprise information assets.

At the CDO Executive Forum, technology and business leaders from the most forward-thinking organizations will unveil the secrets of improving data strategy, streamlining data governance processes, achieving multichannel organizational data consistency and extracting real business value out of data assets.

Our topnotch speakers will also zoom in on the **evolving Chief Data Officer role** and its impact on the future of the data-driven organizations.

Delegates from across the data spectrum will be joining us for compelling and interactive panel discussions to ask all the burning questions they have about overcoming the problem of data silos and improving their enterprise information management processes.

Like all Data Driven Business events, this will be a forum which cuts to the quick and offers you solid advice and key takeaways that you can start implementing as soon as you get back to the office.

I look forward to welcoming you in New York in November!



**Antanina Kapchonava**

Project Director | Data Driven Business

201-204-1674 | [Antanina@datadrivenbiz.com](mailto:Antanina@datadrivenbiz.com)

[www.linkedin.com/in/kapchonava](http://www.linkedin.com/in/kapchonava)

**DON'T JUST TAKE OUR WORD FOR IT, HEAR  
WHAT OUR DELEGATES HAD TO SAY:**

CDO Executive Forum 2014 is brought to you following the success of the Enterprise Data Leadership Summit in Chicago (March 19-20, 2014). **Here is what our presenters and delegates had to say about Data Driven Business's most recent event:**

This was a great conference because of the unique group of CDOs and individuals working on improving data management and data quality. It was very helpful to hear real-world experiences and have candid discussions with these data management professionals.



**Angela Boyd**

Data Steward Coordinator  
BJC Healthcare

I thought it was a unique group of attendees, focused on the challenges of the CDO. And not dominated by vendors. A nice change.



**David Gleason**

Head of Data Strategy  
BNY Mellon

Terrific event! This was an excellent opportunity to learn from peers and experts about important trends, practices and industry developments. Though the topic is complex, the conference was organized in a way that cut through the noise in the marketplace to give attendees actionable and practical information.



**Seth Early**

CEO  
Earlev & Associates

**For the most up-to-date information about the event visit the conference website:**

[www.datadrivenbiz.com/cdoforum](http://www.datadrivenbiz.com/cdoforum)

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November 12, 2014 | C-level forum led by thought leaders and practitioners, New York, NY



## CHECK OUT OUR UNRIVALLED LINE-UP OF THE CDO EXECUTIVE FORUM 2014 EXPERTS:



**Peter Aiken**  
Founding Director  
Data Blueprint



**David Gleason**  
Head of Data Strategy  
BNY Mellon



**Gabriel Pauliuc**  
Senior Vice President  
Moody's Corporation



**Todd Holloway**  
Data Science Lead  
Trulia



**Julia Bardmesser**  
Global Head of Business Data  
Management,  
Chief Data Office, Citi



**Mike Jennings**  
Senior Director  
Enterprise Data Architecture  
Walgreens



**Aman Naimat**  
Co-Founder  
Spiderbook



**Matt Graves**  
Chief Data Officer  
Infogroup



**Richard Stanton**  
Chief Data Officer  
Penton Media



**JT Kostman PhD**  
Chief Data Scientist  
Samsung



**Jon Minkoff**  
Chief Data Officer,  
Enforcement Bureau  
FCC



**Vik Manchanda**  
Chief Information Officer  
AIG



**Mingzhu Lu**  
Lead Data Scientist  
GE Capital (TBC)



**Ina Goldberg**  
Business Leader  
MasterCard



**Mark Cowan**  
MD CDO  
BroadstreetData



**Samantha Thomas**  
Chief Privacy Officer  
State of California -  
CCHCS



**Mohammad Alam**  
BI Lead  
US. Foods



**Melanie Mecca**  
Product Manager, DMMM  
CMMI Institute



**Peter Presland-Byrne**  
Chief Architect  
Information Technology  
Freddie Mac



**Karthik Ramasamy**  
Staff Data Scientist  
LinkedIn



If you would like to join us as a speaker or would like to suggest a topic for a panel discussion, please get in touch with Antanina Kapchonava, Project Director, at [antanina@datadrivenbiz.com](mailto:antanina@datadrivenbiz.com) or call 201-204-1674

## AGENDA – WEDNESDAY, NOVEMBER 12, 2014

### Conference chair's welcome keynote

#### CROSS-INDUSTRY TREND – EVOLUTION OF THE CHIEF DATA OFFICER

- Lucrative opportunities arising in heavily regulated and fast-moving industries – a closer look at healthcare, government, financial, insurance, and technology sectors
- Does your company's data strategy need a reality check?
- How will a chief data officer help you power your business and keep an edge on any competitor

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

### Key Panel

#### CHIEF DATA OFFICER – THE DEFINITION OF THE ROLE

- A single definition of the CDO role – does it exist?
- Versatility of titles – are you technically a chief data officer?
- CDO's background - which qualifications will get you the job?

**Moderator:** TBC

#### Speakers:

- **Matt Graves**, Chief Data Officer, **Infogroup**
- **Jon Minkoff**, Chief Data Officer, Enforcement Bureau, **Federal Communications Commission**
- **David Gleason**, Head of Data Strategy, **BNY Mellon**

### Panel

#### CULTURAL REORGANIZATION AND THE ESTABLISHMENT OF A COLLABORATIVE ANALYTIC ENVIRONMENT

- Reporting - is the successful CDO a business person, a technology leader, or both?
- Best practices in navigating internal politics – what do you need to do for the role to be instituted and recognized?
- Building a receptive partnership between it and business leadership teams – biggest challenges and how they can be overcome

**Moderator:** TBC

#### Speakers:

- **David Gleason**, Head of Data Strategy, **BNY Mellon**
- **JT Kostman PhD**, Chief Data Scientist, **Samsung**
- TBC

### Panel

#### STREAMLINING ENTERPRISE INFORMATION MANAGEMENT PROCESSES IN 90 DAYS

- Starting from scratch – are there any guidelines a new CDO can follow? Advice from new and seasoned CDOs
- Developing a business plan for the first 90 days and beyond – what should your focus be on?
- Setting the goals and bringing results – real life examples of successful priority management

#### Speakers:

- **Todd Holloway**, Data Science Lead, **Trulia**
- **Richard Stanton**, Chief Data Officer, **Penton**
- **Mike Jennings**, Sr. Director, Enterprise Data Architecture, **Walgreens**
- **Mark Cowan**, MD Chief Data Officer, **BroadstreetData**

### Panel

#### ADVANCED DATA STRATEGY – ACHIEVING MULTICHANNEL ORGANIZATIONAL DATA CONSISTENCY

- Developing a data strategy – methods and lessons learned
- How exactly is Big Data changing the landscape?
- Key recommendations for eliminating data silos
- Beyond the technology – the operating model for success

#### Speakers:

- **Gabriel Pauliuc**, SVP, **Moody's Corporation**
- **Melanie Mecca**, Product Manager, **DMMM, CMMI**
- **Peter Presland-Byrne**, Chief Architect, Information Technology, **Freddie Mac**
- **Karthik Ramasamy**, Staff Data Scientist, **LinkedIn**

### Panel

#### DATA GOVERNANCE PROGRAM DESIGN AND IMPLEMENTATION

- Key components of data governance initiation, including people, processes, policies and planning
- Real life advice on how to put these components in place for a data governance program to be successful

**Moderator:** TBC

#### Speakers:

- **Mohammad Alam**, BI Lead, **US. Foods**
- **Julia Bardmesser**, Global Head of Business Data Management, Chief Data Officer, **Citi**
- **Mike Jennings**, Sr. Director, Enterprise Data Architecture, **Walgreens**

### Panel

#### DATA MONETIZATION – EXTRACT REAL BUSINESS VALUE FROM YOUR ENTERPRISE DATA ASSETS

- Keep Up-to-speed: a smart approach to managing Big data and Metadata
- Data deluge: the role of analytics in separating clutter from meaningful data
- Actionable data: identify new revenue streams and platforms through data-driven initiatives

**Moderator:** TBC

#### Speakers:

- **Aman Naimat**, Co-Founder, **Spiderbook**
- **Ina Goldberg**, Business Leader, **MasterCard**
- **Vik Manchanda**, Chief Information Officer, **AIG Life**

### Panel

#### PRIVACY, REGULATIONS AND COMPLIANCE

- Ensuring Data compliance while driving growth – what are the major obstacles on the way and how to deal with them?
- Data security and data privacy – best approaches to meeting legal obligations to protect your customers' personal information

**Moderator:** TBC

#### Speakers:

- **Mingzhu Lu**, Lead Data Scientist, **GE Capital**
- **Samantha Thomas**, Chief Privacy Officer, **State of California – CCHCS**



For the most up-to-date program, make sure to check the conference website:

[www.datadrivenbiz.com/cdoforum/conference-agenda.php](http://www.datadrivenbiz.com/cdoforum/conference-agenda.php)

## GET INSIDE THE CLUBHOUSE: JOIN AN EXCLUSIVE CHIEF DATA OFFICER COMMUNITY

We know that you are looking for real life advice that you can actually put into practice upon your return to the office. This event offers you an outstanding opportunity to learn from and collaborate with the brightest data leaders in your field.

### JOIN US IN NEW YORK FOR A FULL DAY PACKED WITH HIGH-LEVEL NETWORKING OPPORTUNITIES AND INTERACTIVE PANEL DISCUSSIONS



**An unrivalled collection of CDO panel discussions** – Chief Data Officers from leading financial, government, healthcare, insurance and technology organizations will give you exclusive insights on how they overcome data governance related problems, enhance cross-departmental collaboration and achieve the goal of actionable enterprise data



**Laser focus on the core issues you face** – every panel discussion has been evaluated and approved by feedback from leading cross-industry data experts. We cover only the most critical issues you face and you get to directly question our expert speakers about your most vital challenges during each session



**Exclusive networking opportunities** – CDO Executive Forum 2014 is your one stop shop for meeting all the right people in your field. This event is built for senior data executives looking to meet peers facing similar challenges and to capture new opportunities evolving from the growing volumes and velocity of data.

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



Register now and **save \$250** – Early Bird Rate is valid through September 19:  
[www.datadrivenbiz.com/cdoforum/register.php](http://www.datadrivenbiz.com/cdoforum/register.php)

## DO YOU OFFER AN ENTERPRISE DATA SOLUTION?

CDO Executive Forum 2014 provides you with a remarkable opportunity to showcase your products and solutions to a host of key potential clients with real spending power.

- **Become a market-leader:** use our platform to educate senior data executives on your area of technical or business expertise. We will work with you to create a speaking opportunity to best represent your company
- **Stand out from the crowd:** we'll position your brand in front of 120+ end-users from fortune 1000 companies to growing brands with a pivotal goal in mind: to increase your exposure and grow your market share
- **Enhance your marketing campaign:** we will promote your brand through targeted marketing channels and get your company in front of over 10,000+ key industry executives for 4 months before the conference

## ENSURE YOUR COMPANY IS REPRESENTED AT THIS INAUGURAL 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 materials 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 one day - saving you both time and money!

## CALL ME NOW TO FIND OUT HOW YOU CAN GET INVOLVED!



**KRISTEN SICKLER**

VP, BUSINESS DEVELOPMENT | DATA DRIVEN BUSINESS  
201-234-4802 | [K.SICKLER@DATADRIVENBIZ.COM](mailto:K.SICKLER@DATADRIVENBIZ.COM)  
LINKEDIN: [WWW.LINKEDIN.COM/IN/KRISTENSICKLER](http://WWW.LINKEDIN.COM/IN/KRISTENSICKLER)



**DataDriven  
Business**

An FC Business Intelligence company

**SAVE \$250**

off the full price when you book your pass before September 19, 2014 with discount code **BROCHURE**

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## REGISTER NOW IN 3 EASY STEPS:

### 1. PICK YOUR EVENT PACKAGE

CDO EXECUTIVE FORUM END USERS/CONSULTANTS	SUPER EARLY BIRD Expires August 29	EARLY BIRD Expires September 19	LAST CHANCE Expires October 17	FULL PRICE After October 17
<b>Gold Pass</b> <ul style="list-style-type: none"> <li>Access to conference room</li> <li>Networking lunch and coffee breaks</li> <li>Evening drinks reception access</li> <li>Access to exhibition hall</li> <li>Access to presentation slides post-conference</li> <li>Access to audio recordings of every conference session</li> <li>Access to pre-conference workshops</li> </ul>	 <b>\$1,195</b> <input type="checkbox"/>	<b>\$1,295</b> <input type="checkbox"/>	<b>\$1,395</b> <input type="checkbox"/>	<b>\$1,495</b> <input type="checkbox"/>
<b>Silver Pass</b> <ul style="list-style-type: none"> <li>Access to conference room</li> <li>Networking lunch and coffee breaks</li> <li>Evening drinks reception access</li> <li>Access to exhibition hall</li> <li>Access to presentation slides post-conference</li> </ul>	 <b>\$995</b> <input type="checkbox"/>	<b>\$1,095</b> <input type="checkbox"/>	<b>\$1,195</b> <input type="checkbox"/>	<b>\$1,295</b> <input type="checkbox"/>

### 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) Credit card number: \_\_\_\_\_  
 Please invoice my company: \$ \_\_\_\_\_ Purchase Order No.: \_\_\_\_\_ Expiry date: \_\_\_\_\_ Security Number (last three digits on back) \_\_\_\_\_  
 Please charge my credit card: \$ \_\_\_\_\_ Name on card: \_\_\_\_\_  
 Amex  Visa  Mastercard  Signature: \_\_\_\_\_ Country: \_\_\_\_\_

### WE OFFER SPECIAL GROUP DISCOUNT RATES!

If you would like to book 2+ passes to the CDO Executive Forum, contact **Antanina Kapchonava** to find out about the additional savings you can get:  
 E: [antanina@datadrivenbiz.com](mailto:antanina@datadrivenbiz.com)  
 T: 201-204-1674

### 3 EASY WAYS TO REGISTER TODAY!

ONLINE:  
[www.datadrivenbiz.com/cdoforum/register.php](http://www.datadrivenbiz.com/cdoforum/register.php)  
 FILL OUT THIS FORM AND E-MAIL IT TO:  
 Antanina Kapchonava, [Antanina@datadrivenbiz.com](mailto:Antanina@datadrivenbiz.com)  
 CALL:  
 Antanina Kapchonava, 201-204-1674

For assistance with your booking, contact **Antanina Kapchonava:**  
[antanina@datadrivenbiz.com](mailto:antanina@datadrivenbiz.com) | 201-204-1674

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## EVOLUTION OF THE CHIEF DATA OFFICER – ELEVATE YOUR DATA STRATEGY TO THE CORPORATE LEVEL

- **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

*"The event was attended by a serious variety of accomplished professionals. There was refreshingly little evidence of excessive partying or aggressive sales. Instead, there was a fruitful exchange of ideas and experiences."*

Pete Kledaras, Chief Risk Officer, CashStar, Inc.  
on our Enterprise Data Leadership Summit

### SPEAKERS INCLUDE:



**Richard Stanton**  
Chief Data Officer  
Penton



**David Gleason**  
Head of Data  
Strategy  
BNY Mellon



**Jon Minkoff**  
Chief Data Officer,  
Enforcement Bureau  
Federal Communications  
Commission



**Vik Manchanda**  
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AIG



**Ina Goldberg**  
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MasterCard



**Todd Holloway**  
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