**The 13th Annual MIT Chief Data Officer and
Information Quality Symposium
2019 Theme:**
"Evolving Data Intelligence for the Organization"

Date: Wednesday, July 31, 2019 – Friday, August 2, 2019

Location: Massachusetts Institute of Technology
Tang Building (E51), MIT East Campus
70 Memorial Drive, Cambridge, MA, USA 02142

Dress Code: **Business casual**

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Day 1 - Wednesday, July 31, 2019Theme - Business Value for the C Suite

7:30 - 8:30 am	Registration	E51 - First Floor
9:30 - 10:00am	Session 1	
Session 1A 8:30 – 9:00am	Welcome & Opening Remarks Richard Wang, Director, MIT CDOIQ Program Symposium Co-Chairs- Robert Lutton, Arka Mukherjee, Jim Short, John Talburt, Elizabeth Albee, Dan Everett, Mark Johnson, Paul Gillin Rich Wang, Government Co-Charis Mark E Krzysko, Melissa Bridges, Robert Audet, Supporting Team, Collette Johnson and Gertrud Djupvik Value Partners (We thank you!) MIT to Introduce Keynote:	Wong Auditorium
Session 1B 9:00 – 10:00am	Keynote: Title: Using Bots, Machine Learning & Pipelines to create a modern data management environment Speaker: 1B - Mark Ramsey, PhD, SVP, R&D Chief Data & Analytics Officer, GSK	Wong Auditorium

	Abstract: The application of AI and machine learning to tackle tasks such as medical diagnosis, portfolio management or help desk automation are popular media topics. An area of much less coverage is the application of these technologies in the creation of a modern data management environment. This session will highlight how a pharmaceutical company implemented a large scale, production class, big data & analytics platform in less than a year leveraging bots, machine learning and pipelines. Learn how the technologies were applied to the data sources, ingestion and rationalization processes to accelerate the implementation of an analytics-ready data management environment.	
10:00 – 10:15am	Break and Networking	
10:15 – 11:15am	Session 2	
Session 2A 10:15-11:15am	Keynote: Title: New Data Frontiers for the DoD. Speaker: Michael Conlin, Chief Data Officer, DoD / Pentagon Suite Abstract: As the first Chief Data Officer of the Department of Defense, Mr. Conlin faces a unique set of challenges and opportunities. The Department is the world's largest (and arguably most important) organization. Its significant multi-dimensional complexity is partially the result of history, legislation, and ultimately a fast-paced operational environment. Unique situations call for unique approaches that nevertheless leverage best practices from the commercial sector. Mr. Conlin will share some of his approaches to the management and leadership of data for the 21st century.	Wong Auditorium
11:15 – 11:30am	Break and Networking	

11:30 – 12:30am	Session 3	
Session 3A 11:30-12:30pm	Title: The State of Enterprise AI Speaker: Tom Davenport - President's Distinguished Professor, Babson College and Research Fellow, MIT Initiative on the Digital Economy Abstract: 3A AI has made its way into many large enterprises today, and it bears little resemblance to the AI described in the popular press. This AI is evolutionary rather than revolutionary, consists of many small projects, and has not yet had substantial impact on jobs. Davenport will describe how enterprise AI can still have a dramatic impact on companies, and how to manage it successfully. He will also address the implications for data management in large enterprises.	E51-145
	Title: The Financial Service Industry CDO's Balancing Act: Modernizing & Maturing the Data Office	E51-145

Session 3B 11:30- 12:30pm	Speaker: 3B - Financial Services Panel Veda Bawo Senior Vice President | Managing Director of Data Governance Althea Davis Former Chief Data Officer ING Bank Challengers and Growth Markets JC Lionti Managing Director & Chief Data Officer, BNP Paribas CIB Americas Salla Franzén, Group Chief Data Scientist, SEB Prosasty Chaudhuri, Chief Data Officer, HSBC Abstract: Traditionally, Financial Services launched the data office as a cost center, mitigating risk and managing compliance. Now, it is commonly recognized that a CDO cannot focus solely on mundane data operations and key compliances such as BCBS 239, GDPR and NYDFs. 1. What keeps CDO's in a mental vice? 2. What do other C-Suite peers want CDO's to handle? 3. How do CDO's enable innovation with data assets, while wrangling conflicting data centric regulations through antiquated tools? 4. What is the data office's stake to help Financial Services compete ? Come listen to the panel of CDO's in Financial Services to learn how you can create an effective "balancing act" to modernize and mature the data office for business value.	
Session 3C 11:30- 12:30pm	Title: Anything, Anywhere, Anytime – It is all about the data	E51-149

	Speaker: Dan Whitacre Senior Director Kroger Technology – Innovation Senior Director Sunrise LLC - Transformation Mark Johnson Executive Director Client Solutions – Cincinnati Market Executive Leader – Strategic Data Management and Analytics Fusion Alliance Abstract: Delivering on our mission of anything, anywhere, anytime is dependent on our journey to embrace the principles of a data-centric, science-driven and innovation-fed organization. During this talk we will describe how Kroger and its subsidiaries 84.51 and Sunrise Technologies are transforming retail through leading edge data and technology innovation.	
Session 3D 11:30- 12:30pm	Title: Models for Organizing Data Efforts for Mission Success Speakers: Mark Krzysko, Principal Deputy Director, Enterprise Information Acquisition Analytics and Policy Ralph Dicicco, COL Greg Smith, Abstract: Successful data organizations have a perpetual internal dialogue that balances factors of organizational strategy and data capability delivery. This panel will explore how the Office of the Secretary of Defense and Military Services data leaders organize to achieve that balance and enable their organizations to produce mission value through data.	E51-151

12:30 pm – 2:00pm	Exhibits, Lunch, Networking	First Floor &Ting Foyer
2:00 – 3:00pm	Session 4	
Session 4A 2:00 – 3:00pm	Title: The Chief Data Officer Role: Building for the Future Moderator: Randy Bean CEO/Founder, NewVantage Partners and industry columnist Speakers: Paul Ballew | Ford Motors | Global Chief Data and Analytics Officer Bill Grove | Walmart | Chief Data Officer Vinay Jha | Citizens Bank | Chief Data Officer and Executive Vice President JoAnn Stonier | Mastercard | Chief Data Officer. Sandra Nudelman, Chief Data Officer of JP Morgan Chase Abstract: As the Chief Data Officer role nears universal acceptance, firms are still grappling with the shape and form this role should take. This panel of leading industry CDO's will share their perspectives and experience on what makes a successful CDO, what are the biggest challenges and obstacles to success, and how to enlist support and build organizational credibility.	Wong Auditorium
Session 4B 2:00 – 3:00pm	Title: Transitioning to the Cloud: Lessons learned on transitioning to and managing data in the cloud. Speaker: Robert Audet, Director GuideHouse Abstract: Many agencies are trying to transition to the cloud to help reduce O&M costs, increase agility, take advantage of economies of scale and a host of other benefits. When moving to the cloud, applications oftentimes gets the spotlight, but migrating data to the cloud and managing data in the cloud are critical to a successful cloud-first approach. This session will include panelist from industry and public cloud vendors to share lessons	E51-145

	learned and insights on how to successfully migrate data to the cloud and manage the data once in the cloud.	
Session 4C

2:00 – 3:00pm | Title: Data Ethics and Privacy in a Digital Society

Moderator: Stu Madnick
Speaker: Panel Suggestion on Data Ethics, Privacy for Day One | E51-149 |

	Abstract: 4C - Ongoing data breaches and the misuse of consumer data by technology companies continues to raise concerns about data privacy, ownership, use, and the sharing of data. Some companies have published their own data / AI ethical principles for data use. Others have joined consortiums, such as the Partnership on AI (PAI) and the Information and Technology Industry Council (ITI). While the two consortiums have published tenets of ethical principles, they are voluntary, and have no reporting requirements, objective standards or oversight. At this stage there is a lack of understanding and guidance on how to approach data ethics in a consistent manner that is embedded into the cultural of companies. This panel brings together academic and industry experts commenting on five broad categories of data ethics: 1. Privacy and data ownership 2. Accountability and governance in data management 3. Fairness, including the ethical application of algorithms in such a way that respects the person behind the data 4. Shared benefit, referring to the principle that data is owned by those that produce it, that there should be joint control of data, and the parties involved should share benefits 5. Transparency, referring to the principle of being open about the way data is collected and used. The panelists will address current ethical quandaries such as: • The lack of consensus between companies and organizations about the content and practice of what an ethical approach looks like • The trade-offs between treating data ethically and the commercialization and monetization of data • The securitization of data and its impact on innovation • The need for external guidance, oversight, and regulation, such as GDPR, CCPA and LGPD Come hear best practices and lessons learned that can help you address one of the most talked about and controversial topics in data management.	
Session 4D	Title: What Works Cities Certification: Solving Tomorrow's Problems Today	E51-151

2:00 – 3:00pm	Speaker: Jennifer Park Director of Certification and Community, What Works Cities Results for America Abstract: With the United States rapidly urbanizing, cities are on the front lines of emerging critical issues and need to start preparing to solve tomorrow's problems today. Well-managed cities are using a data-driven approach to prepare for a range of challenges from economic downturn and climate change to cybersecurity threats and balancing the opportunity and risk of artificial intelligence. This session will provide an overview of What Works Cities Certification, the first-of-its-kind national standard of excellence in city governance. By evaluating how well cities are managed and outlining the steps cities need to take to build a strong data infrastructure, Certification helps cities build a government that can thrive regardless of the stresses and shocks that arise. The session will also highlight case studies of city leaders who are already using data to better solve problems facing their communities and prepare for future challenges.	
3:00 – 3:30pm	Coffee Break & Networking	
3:30 – 4:30pm	Session 5	
Session 5A	Title: CDO Trends and Perspectives- Part I	Wong Auditorium

3:30 – 4:30pm	Moderator: Randy Bean | CEO/Founder, NewVantage Partners and industry columnist Panelists: Lydia Clougherty Jones | Gartner | Analyst & Research Director, Data & Analytics Group and Office of the Chief Data Officer Wayne Eckerson | President | Eckerson Group Stewart Bond | IDC | Director, Data Integration Software Practice Abstract: This session will focus on the emerging and evolving role of the Chief Data Officer from the vantage point of senior industry analysts. Topics will include role of the CDO, mandate of the CDO, what makes a CDO successful, challenges CDO's must address to be effective, and how the CDO role will evolve in the coming decade.	
Session 5B 3:30 – 4:30pm	Title: Data Privacy and CCPA Speaker: Dr. Arka Mukherjee Founder and CEO Global IDs, Inc.	E51-145

	Abstract: 5B As CEO's grapple with the societal importance of data privacy, many states and countries are passing privacy regulations similar to GDPR, the European General Data Protection Regulation. In the US, the California Consumer Protection Act (CCPA) has driven organizations to initiate CCPA Data Privacy projects to protect the private sensitive data associated of California residents. The technical implementation of a CCPA project can be challenging. CCPA - specific sensitive data can be distributed across large data ecosystems comprised of many thousands of applications and databases. Finding and protecting the data associated with a specific individual is equivalent to finding a needle in a thousand haystacks. Over the last 15 years, our team at Global IDs has established a methodology for classifying, mapping and locating private, sensitive data using semantic graph representations. In this presentation, we will be describing/demonstrating the methodology within the context of CCPA implementations and explaining its implications.	
Session 5C 3:30 – 4:30pm	Title: Assessing the Current State of Play in Blockchain Technology MODERATOR: Dr. James Short, BlockLAB Director, San Diego Supercomputer Center, UC San Diego PANELISTS: Mr. Steve Orrin, CTO, Intel Federal Dr. Pieter de Leenheer, Chief Science Officer, Collibra Mr. Raj Patil, CEO and Co-Founder, AEEC Mr. Ken Miyachi, CEO and Co-Founder, LedgerSafe	E51-149

	Abstract: Blockchain advocates have hardly been bashful in advancing their claims of the disruptive potential of the technology. Skeptics counter that distributed ledger technology (DLT) and blockchain development is in its infancy, and the 2018 crash of the cryptocurrency market – by September 2018, the market had lost 80% of its value from its peak in January 2018 - is proof positive that the road ahead for cryptocurrencies and blockchain is anything but clear. However, missing in the majority of the public debate about blockchain are two salient points: first, a probable cause for the 2018 cryptocurrency crash is that the majority of people use cryptocurrencies as an investment platform as opposed to an alternative transaction platform, and second, since many people associate blockchain technologies with cryptocurrencies, the lesson they take from the 2018 crash is that blockchain technology has no, or at best, highly uncertain value. The problem with this line of thought is that cryptocurrencies are only a small fraction of the applications that can be developed using blockchain technologies. And in following any new technology, it is important to understand where the technology is headed, not only where it started. This panel will bring together four expert perspectives on where blockchain technology is headed. All are principals in the San Diego Supercomputer Center's new blockchain research laboratory, BlockLAB. Steve Orrin from Intel will speak on the topic of AI and blockchain, where AI affords the potential to analyze large amounts of metadata about blockchain transactions, operations and flows, to identify anomalous or unusual transaction activity. Pieter de Leenheer from Collibra will address the interplay between blockchain and corporate data governance policies in the organization. Raj Patil, CEO of AEEC, will address the business case for using blockchain technologies in improving fraud detection in Medicare / Medicaid. And Ken Miyachi, CEO and co-founder of LedgerSafe, a blockchain based transactional and financial compliance platform, will provide his perspective on the technical status of blockchain technologies. The panel will be moderated by James Short, BlockLAB's founding director.	
Session 5D	Title: Open Data Act	E51-151

3:30 – 4:30pm	Speakers: Peter Aiken, an Associate Professor of Information Systems at Virginia Commonwealth University (VCU) Daniel Morgan, Chief Data Officer of the United States Department of Transportation Amy Webb Quantitative Futurist, Professor of strategic foresight at the NYU Stern School of Business and the Founder of the Future Today Institute Abstract: While many Americans were shoveling their driveways and sidewalks from a series of winter storms, the Federal Government shut down, and the President signed the Foundations for Evidence-Based Policymaking Act of 2018 (FEPA). Much of what we know about the new law and its impact is still unclear, but several things are readily apparent. First, the role of the Chief Data Officer (CDO) is now incorporated into federal law and separated from the role of the Chief Information Officer (CIO). Second, government data is now open by default, and the Federal Government must maintain its data using open standards. Third, the law requires that the Federal Government carefully manage its data following industry best practices. Fourth, the Act fully recognizes the value and use of data in agency operations especially as part of evidence-based decision-making. Finally, the law anticipates that, collectively, these efforts will improve governmental decision-making and overall effectiveness. A presentation summarizing the new law will be followed by an panel discussing the implication for the federal government and the private sector.	
4:35 – 6:00pm	Session 6 - Partners: Industry Solutions: Use Case Successes	
Session 6A	Regular Sponsor 1 - Caserta	Wong Auditorium

| 4:35 – 5:15pm | Title: Treating Information as an Actual Asset

Speaker: Doug Laney, Caserta | |

Abstract: More than half of organizations admit they have a better inventory of their office furniture than their data. Now decades into the Information Age, there's no excuse for not managing your information assets with the same or better discipline than the way you manage other assets. Sure the value of data is nowhere to be found on any balance sheet, but leading organizations ignore that accounting vagary and treat data like one anyway.

In this session, Mr. Laney will share how to apply true asset management principles, practices and methods to go beyond just talking about data as an asset. He will explore how to adapt ideas from the worlds of physical and financial asset management, and even human capital management to make your data more available, higher quality, and more valuable, including:

-       How to apply best practices in inventory management to information assets
-       An overview of his "generally accepted information principles" (GAIP)
-       How the 6 Rs of sustainability can and should apply to data
-       How to take a true ecosystem approach to data architecture.

5:20 – 6:00pm	Regular Sponsor 5 - Data Kitchen Title: The DataOps Transformation

Speaker: Sponsor #5 - Data Kitchen

Abstract: The list of failed big data analytics projects is long. They leave end-users, data analysts and data scientists frustrated with long lead times for changes. This presentation will illustrate how to make changes to big data, models, and visualizations quickly, with high quality, using the tools teams love. We synthesize techniques from DevOps, Deming, and direct experience.

To paraphrase an old saying: "It takes a village to get insights from data." Data analysts, data scientists, and data engineers are already working in teams delivering insight and analysis, but how do you get the team to support experimentation and insight delivery without ending up in an IT versus data engineer versus data scientist war? Christopher Bergh and Gil Benghiat present the seven steps to get these groups of people working together. These seven steps contain practical, doable steps that can help you achieve data agility through DataOps

After looking at trends in analytics and a brief review of Agile, Christopher and Gil outlines the steps to apply DevOps techniques from software development to create an DataOps data platform, including how to add tests, modularize and containerize, do branching and merging, use multiple environments, parameterize your process, use simple storage, and use multiple workflows deploy to production with efficiency. They also explain why "don't be a hero" should be the motto of analytic teams—emphasizing that while being hero can feel good, it is not the path to success for individuals in analytic teams.

You can view DataOps in the context of a century-long evolution of ideas that improve how people manage complex systems. It started with pioneers like W. Edwards Deming and statistical process control - gradually these ideas crossed into the technology space in the form of Agile, DevOps and now, DataOps. Organizations eager to adopt AI and machine learning (ML) are up against significant challenges. Analysts like Gartner, Forrester, and others have been writing and talking extensively in the past year about DataOps.

Christopher and Gil's goal is to teach analytic teams how to deliver business value quickly and with high quality. We will illustrate how to apply Agile and lean process to your department. However, the process is not enough. Walking through the seven shocking steps will demonstrate how to create a technical environment to truly enable speed and quality by supporting DataOps.

DataOps Resources

DataKitchen has created several resources on DataOps:
- The DataOps Manifesto: https://dataopsmanifiesto.org
- DataOps Cookbook: https://bit.ly/2MYJMFo
- DataOps Videos: https://bit.ly/2FmFNRZ
- DataOps News: https://bit.ly/2CBUr6M
- DataOps Blog: https://medium.com/data-ops
- DataOps SlideShare: https://bit.ly/2FHN3Hu

| Session 6B | Regular Sponsor 2 - Alation | E51-145 |

4:35 – 5:15pm	Title: We're talking about data wrong Speaker: Aaron Kalb, Chief Data Officer, Alation Abstract: Data is the new oil" has been repeated so often that it's become a cliché. But while the metaphor probably seems harmless enough on the surface, in reality, words have power and the way we are describing data influences how we think about it and use it. In this presentation, Aaron Kalb, co-founder and Chief Data Officer of Alation, will discuss why the language we use to describe data is so important, and why we should talk about—and think about—data not as oil, but rather as… [attend the session to find out!]	
5:20 – 6:00pm	Regular Sponsor 6 - Seamset Title: Sponsor #6 Speaker: Sponsor #6 - Seamset Abstract: Sponsor #6	
Session 6C 4:35 – 5:15pm	Regular Sponsor 3 - Okera Title: Securing Modern Data Platforms – an Enterprise-Wide Approach Speaker: Sponsor #3 - Okera	E51-149

Abstract: Data is the true differentiator for many businesses today, and data analysts and other data
consumers are demanding the ability to use a variety of analytics frameworks and tools that are
best suited for their specific workloads. However, enabling this flexibility and trying to make data
easier to access, including providing self-service access to data, is creating friction between the data consumers and the data stewards charged with securing the data and ensuring compliance with evolving privacy regulations. If not resolved, this friction can lead to security gaps or user frustration and low productivity—or both.

Eliminating this friction by enabling fast, flexible access to data without compromising security and control requires a two-pronged approach. First, an organization must create a data architecture that eliminates data silos, supports comprehensive auditing of data sources and user activity, provides fine-grained access control of both structured and unstructured data, and automates the enforcement of those access controls. Second, the organization must reduce the
possibility that employees will knowingly or unknowingly find ways around the data access and control strategies, such as through shadow IT. To accomplish this, the organization must create a "culture of responsibility" for data protection. This enterprise-wide, multi-stakeholder effort will require ongoing education and training, as well as new business processes. However, the most important ingredient will be the involvement of the C-suite, which must make it a priority and lead by example.

This talk will lay out the requirements for a data architecture capable of finding the right balance between increasing data access and maintaining control and governance. It will also cover the importance of creating a culture of responsibility and key strategies to make the effort a success.

| 5:20 – 6:00pm | Regular Sponsor 7 – Collibra Title: Sponsor #7 |

	Speaker: Sponsor #7 - Collibra Abstract: Sponsor #7	
Session 6D 4:35 – 5:15pm	Regular Sponsor 4 – Deloitte Title: Scale your data function and accelerate business value Speaker: Juan Tello, Chief Data Officer, Deloitte Consulting LLP Sachin Khairnar, Managing Director, Deloitte Consulting LLP Abstract: As Industry 4.0 raises the relevancy and business value of data, the Chief Data Officer role is emerging as a critical enabler in the C-suite. Thanks to the efforts of the CDO, data is delivering advantage by enhancing executive decision making, improving operational efficiency, and empowering innovation. To be successful, the office of the CDO needs executive-level alignment, new talent model support, and skilled leadership with the ability to deliver in a number of strategic roles. Find out how to put the right talent and technology into place to support your organization's needs and scale as you grow—while strengthening business outcomes.	E51-151
5:20 – 6:00pm	Regular Sponsor 8 – Get Manta Title: Sponsor #8 Speaker: Sponsor #8 - Get Manta Abstract: Sponsor #8	
6:00 – 8:00pm	End of Day 1 – Reception, meet the Value Add Partners, & Networking	Ting Foyer & Ground floor

8:00 – onwards	BIRDS OF A FEATHER MEETING SELF-ORGANIZED	
Day 2 - Thursday, Aug 1, 2019THEME -BEST PRACTICES ON DATA GOVERNANCE & QUALITY		
8:00 – 8:50am	Registration & Continental Breakfast	E51 - First Floor
8: 50– 10:00am	Session 7	
Session 7A 8:50 - 9:00am	Welcome Back	Wong Auditorium
Session 7B 9:00 – 10:00am	Keynote: Title: Driving Data Monetization across the enterprise Speaker: Gokala Mishra - 7B Senior Director, Global Data & Analytics and Supply Chain, McDonalds	Wong Auditorium

	Abstract: We can all debate if data is the new oil or not, or is data playing a much bigger and more important role than oil ever did. But it is clear that It is impacting every aspect of our lives and everything around us. And this phenomenon is growing and accelerating rapidly. With the evolution of today's information driven economy and advancement in big data and analytics/AI technologies, enterprises are investing huge amount of resources to create, collect, store, manage and assemble data assets for business usage. The faster one can monetize these data assets the better is the enterprise in terms of growth. Despite this effort, investment and realization that monetization of their data assets is critical for their future, many organizations still struggle to achieve tangible business value from their untapped data assets. Enterprises must identify and accelerate opportunities to monetize their data – driving real value for their customers, partners and internal stakeholders. In this presentation you'll discover: • How to define data monetization for both internal and external uses • First hand experiences for monetizing data and obtaining business value • Understanding importance of data literacy in monetization of data	
10:00 – 10:15am	Break and network	
10:15 – 11:15am	Session 8	
Session 8A 10:15-11:15am	Keynote: Title: 8A - Good Governance: Bringing A Sustainable Approach to Corporate Data Practices	Wong Auditorium

	Speaker: 8A Confirmed MasterCard CDO Confirmed Abstract: Today, individual organizations are expected to develop responsible data practices, balancing innovation with the impact to individuals and society. This is critical to the sustainability of data innovation, including technologies like artificial intelligence and machine learning. It's also fundamental to entirely new digital frontiers, such as the area of digital identity. During this session, JoAnn will discuss: - the need for a data governance framework - a principled approach to data management and innovation, particularly as companies look to white space opportunities including artificial intelligence - how to leverage data for social good, in an ethical and responsible manner	
11:15 – 11:30am	Break and Networking	
11:30 – 12:30am	Session 9	
Session 9A 11:30 – 12:30pm	Title: Top Ten "Big Data" Blunders Speaker: Dr Michael Stonebraker, TAMR	Wong Auditorium

	Abstract: This talk (with apologies to David Letterman) will present the top ten big data mistakes I have witnesses in the last decade or so. They range from "not planning to move everything to the cloud" to "believing that a data lake will solve all your problems". Also included is an eleventh blunder, which effectively means "working for a company that is not focused on avoiding these blunders"	
Session 9B 11:30 – 12:30pm	Title: 9B PWC Abstract: 9B	E51-145
Session 9C 11:30 – 12:30pm	Title: 9C Transforming Business via Data Analytics Panel Speaker: 9C (Panel) Winston and Strong, Law Firm, Pfizer, McGraw Hill Abstract: We are now living in the Software Age where Software and Data are rapidly becoming the foundational architecture of the enterprise value exchange. Whether through IoT, Robotics Process Automation (RPA), Data Science, Machine Learning, AI, data and analytics are providing the foundation for business transformation. This panel will explore the transforming courtship between data and digital across a wide spectrum of industries demonstrating valuable ideas that will be relevant to your organization.	E51-149
Session 9D	Title: The Evolving Role of the Public Sector CDO	E51-151

11:30 – 12:30pm	Speaker: Daniel Morgan Chief Data Officer US Department of Transportation Abstract In January 2019, the Foundations for Evidence-Based Policymaking Act was signed into law, and it represents a massive change for the role of the Chief Data Officer in the Federal Government. From improving performance, to building evidence that supports program design, to strengthening agency cybersecurity posture - Federal CDOs have been given a broad mandate across the C-suite. Hear how agencies are building their approach to be successful in this new world.	
12:30 pm – 2:00pm	*Exhibits, Lunch, Networking*	*First Floor &Ting Foyer*
2:-00 – 3:00pm	Session 10	
Session 10A 2:00 – 3:00pm	Title: Stepping Up To Modern Master Data Management - Panel Speaker: 10 A Moderator : Aminul Khan , WW Product Lead, Data Management, Johnson & Johnson Panelists: - Elena Alikhachkina, PhD, WW Head Data & Analytics Technology, Johnson & Johnson - Dimitris Geragas, Senior Expert Partner - Practice Lead, Data and Market Analytics, Gartner - Name TBD - CDO from leading company (TBD - Name TBD – Tamr	Wong Auditorium

	Abstract: Master data management is the process of making sure an enterprise is always working with, and making decisions based on, one version of "true" data. Increasingly digital world, the explosion of cloud technologies, new data privacy laws and numerous data partnerships between companies - have moved master data management to the forefront of the CDO's and CIO's potential headache list. The urgency of modern master data management is increasing for most organizations, yet many struggle with size and complexity and are uncertain about where and how to get started. There is no one-size-fits-all answer to the master data management question. Don't let the gap between data opportunities and your master data management practices continuously grow wider and attend a panel discussion of industry leaders at MITCDOIQ Symposium.	
Session 10B 2:00 – 3:00pm	Title: 10B PWC Abstract: 10B	E51-145
Session 10C 2:00 – 3:00pm	Title: 10C Panel on Data Analytics Driven Advances in Drug Development Speaker: 10C GSK, Pfizer Abstract: The Bio Pharma industry generates and consumes massive amounts of data in the discovery, development, and launch of new drugs that drive advances in curing and managing diseases leading to longer and richer lives for patients. Advances in data management and analytic	E51-149

	disciplines are rapidly transforming and improving R&D and business processes across the board resulting in cost reduction, improved drug efficacy, and compressed time to market. This panel will explore how key industry players are applying Data Management and Analytic approaches providing insights that can be applied in many industry sectors.	
Session 10D 2:00 – 3:00pm	Title: Balance the need for securing data with the desire to open it up for Analytics Speaker: on Track (Kris Rowley) GSA Federal, State & City CDO & Data Leaders Track Abstract: Those of us who work in organizations with many business lines and multiple data environments have experienced the frustration associated with obtaining the right access to right data. None of us wants to increase the risk of releasing or exposing sensitive data in the wrong environment, but sometimes we still need access to produce the best insights. This panel will discuss ways they have been successful in balancing the need to secure data and access it to produce critical information for leadership decision making.	E51-151
3:00 – 3:30pm	Coffee Break & Networking	
3:30 – 4:30pm	Session 11	
Session 11A	Title: CDO Trends and Perspectives: Part 2	Wong Auditorium

3:30 – 4:30pm	Moderator: Wayne Eckerson | President, Eckerson Group Panelists: Lydia Clougherty Jones | Gartner | Analyst & Research Director, Data & Analytics Group and Office of the Chief Data Officer Stewart Bond | IDC | Director, Data Integration Software Practice Abstract: Part two of this session focuses of the software tools and technologies that Chief Data Officers must consider to build the foundation for a successful data organization. Topics will include a discussion of the leading data integration, analysis, and reporting solutions, successful approaches in adoption of data and analytics, digital, and blockchain, and what every CDO should understand about data and analytics tools and technology today.	
Session 11B 3:30 – 4:30pm	Title: Fueling Strategic Business Initiatives with Intelligent Data Governance Speaker: 11B: Susan Wilson , VP & Data Governance Leader, Informatica Abstract: Today's data-driven digital transformations need technology that can automate and scale to power intelligent data governance. During this session, learn best practices and tips on how end-to-end data governance fosters business and IT collaboration with governed, protected, and trusted data to fuel strategic business initiatives and support regulatory compliance. In addition, learn how privacy by design principles can help organizations intelligently discover, identify and protect sensitive information and ensure consent and ethical data processing.	E51-145
Session 11C	Title: The CDO's Data Management Wish List	E51-149

3:30 – 4:30pm	Speaker: Panel with Doug Laney and Joe Caserta and 2 additional Panelists Abstract: Data and analytics leaders have been fixated on using advanced analytics & AI to solve and automate business problems, but what about information management problems? In this panel, we will explore using automated/ augmented information management for things like MDM, metadata, self-organizing data, data quality and data governance.	
Session 11D 3:30 – 4:30pm	Title: Essential characteristics of a successful enterprise data management program Speaker: Melanie Mecca, CDO Advisor, DataWise Inc.	E51-151

	Abstract: You've worked hard to build a strong data management program, implementing capabilities, creating policies and standard processes, and delivering pilot projects that demonstrate business value. It can be very helpful to take a breath and take stock of your accomplishments: So, how are you doing? We're going to explore, through comparison with many organizations, what are the: • Essential characteristics of a robust data management program –capabilities that have been implemented • Essential work products of a highly capable organization • Essential toolsets to support a data management program We'll leverage a comparative data management benchmark compiled from over 30 detailed evaluations of organization's EDM programs against the Data Management Maturity (DMM) Model. No ifs, ands or buts - business engagement is key to your success. We'll do a hands-on evaluation of a core process area, the foundational activity for governance participants - to define and agree on the meaning of key shared concepts. Using the Business Glossary section of the DMM, we'll evaluate the capability level for a selected organization	
4:35 – 5:35pm	Session 12	
Session 12A 4:35 – 5:35pm	Title: Leveraging enterprise information management to drive citizen-centric state government Speaker: Major League Panel	Wong Auditorium

	Abstract: Score amazing data strategies by learning from the best in Baseball, Hockey, Football, Basketball and Soccer professional sports. Whether hearing about 'player statistics' and how to money ball your way into a team of winners, you will be inspired by the GAME these data experts play. You will learn how to drive revenue using the treasures of data discovered right under your home plate, and hit a home run. We have the experts in DATA on tap like a good beer at a sports bar, to enlighten you to support your home team. They will discuss about their roles in data, and how data moved from being a statistic on a piece of paper, to a gamer changer that wins games and makes money.	
Session 12B 4:35 – 5:35pm	Title: Leveraging Data As Global Currency Moderator: Fred Rahmanian, Chief Analytics & Technology Officer - Geneia Panelists: Luk Arbuckle, Chief Methodology Officer - Privacy Analytics, an IQVIA Company Derek Danois, Vice President, Chief Data Office - GE Healthcare George Komatsoulis, Chief of Bioinformatics - CancerLinQ LLC Thomas Henry, Chief Data and Analytics Officer - Schnucks	E51-145

	Abstract: As data becomes part of the bottom line it effectively becomes a new global currency. How you manage it as part of your assets is a question. How you address data privacy is critical. In this panel discussion you'll learn how your peers are navigating strictly regulated environments in the U.S. and abroad to extract the optimal value in their data assets. This Executive Event Is Right For You If… • Your organization has-or wants-a data-driven growth strategy. • You're involved in any effort to derive business value from sensitive data. • You are an executive charged with data-driven business outcomes. • Your organization has challenges regarding data privacy. Questions To Explore With The Panel: • What is your data worth? • How will you make data pay for itself? • What's your data privacy strategy? • How does GDPR, CCPA, or HIPAA impact your data strategy? • What will be the biggest change in how you manage personal data in the next 5 years?	
Session 12C 4:35 – 5:35pm	Title: What do you really know about your data? How data intelligence improves knowledge to enable organizations with data. Speaker: Stewart Bond from IDC	E51-149

	Abstract: Data that is well understood can be infinitely valuable. Data, in the absence of meaning and context, is worthless. What do you really know about the data in your organization? Who is using it? What does it mean? When was it created? Where is it? Why are we keeping it? How is it being used? This grade school concept of the five W's and one H is the basis of data intelligence, and the source of information required to enable organizations with data, to inform data governance processes, improve data literacy, and outcomes of artificial intelligence trained by data. Data intelligence is informed by metadata - something we have been collecting for decades but not fully utilizing, in part because the technologies being used to capture and harness metadata have been manual and disparate. In this new era where data is the lifeblood of digital transformation, highly distributed, dynamic and diverse; capturing of metadata needs to be automated and augmented with knowledge to provide awareness of data. In this session, Stewart Bond will leverage IDC market and survey research data that provides insight into why organizations need to improve their data knowledge with data intelligence, what defines data intelligence software, how and who is involved in implementing data intelligence solutions.	
Session 12D 4:35 – 5:35pm	Title: The struggle to realize data's potential Speaker: Experian	E51-151

	Abstract: The appetite for data is increasing. To achieve objectives around customer experience, digital operations and efficiency, companies must better leverage data—and create a strong data governance program to protect data assets over time. Yet, incomplete records and poor customer understanding are causing a debate over data authority between IT and individual departments. Both must work together to solve this issue. Join Experian for a review of new research on the changing data landscape and the challenges organizations face around managing data	
Session 12 5:40–6:00pm	Birds of a Feather Meetings Rooms that are available by Industry / Topic	Wong Auditorium & all classrooms

Day 3 - Friday, Aug 2, 2019THEME - LEADING EDGE TECHNOLOGY

8:00 – 9:00am	Continental Breakfast	Ting Foyer
9: 00– 10:00am	Session 13	
Session 13A 9:00 - 9:05am	Welcome Back	Wong Auditorium
Session 13B 9:05 - 10:30am	Keynote: Title: TBD Speaker: KPMG Keynote - AI / Predictive Learning Abstract: Leading Edge Technology	Wong Auditorium

10:30 – 10:40am	Coffee Break & Networking	
10:40– 11:40pm	SESSION 14	Ting Foyer
Session 14A 10:40am – 11:40pm	Title: 14A Cloud, AI and Modern Data Platform – the Dynamic Trio Disrupting the Clinical Trials Industry Speaker: Dr Prakriteswar Santikary (ERT) - Presentation Abstract: This presentation will focus on how a modern data platform in the cloud at scale is enabling pharma and biotechnology companies to run their complex, geographically-dispersed global clinical trials with confidence and risk-free, thereby helping them to bring life-saving drugs and therapies to the market quicker and cheaper. The presentation will also touch upon the importance of data governance in maintaining the data quality of our modern enterprise data lake, and how master data management, Microservices architecture, Serverless Computing and Lambda architecture are being employed successfully to drive automation, efficiency and productivity. Last but not least, the presentation will cover the importance of a scalable data integration platform to enable AI-driven smart data products and services with example use cases.	Wong Auditorium
Session 14B	Title: Transforming Challenges into Opportunities in the Federal Government – Perspective from the First 500 days of the EEOC's CDO	E51-145

10:40am – 11:40pm	Speaker: 14B Jiashen You, Ph.D. Director, Information and Data Access Division Office of Enterprise Data and Analytics U.S. Equal Employment Opportunity Commission Abstract: Like other federal agencies, the U.S. Equal Employment Opportunity Commission (EEOC) faced exogenous and endogenous factors ahead of hiring the agency's first CDO, and the work has been cut out before the arrival. Like the private sector, the EEOC's newly transformed principal statistical office is customer service oriented, offers its staff a wealth of opportunities to advance their careers, and continuously searches for ways to grow its relevance and utility. But the road leading to the current state is far from straight. In the first half of the talk, we will provide a brief history of the agency's data shop before its organizational redesign, walk through the passage from diagnosis to vision, and share lessons learned from executing the first 500 days as the agency's CDO in a conversational manner. In the second half of the talk, we will discuss the progress on the development of the Federal Data Strategy as required in the President's Management Agenda, and its impact to the data community.	
Session 14C 10:40am – 11:40pm	Title: Automating Data Quality Measurement with Tools: State-of-the-Art and Future Potential Speaker: 14C Lisa Ehrlinger, Senior Researcher Johannes Kepler University Linz and Software Competence Center Hagenberg	E51-149

	Abstract: Over the recent years, a wide variety of commercial, open source, and academic DQ applications with different foci have been developed. Companies are often unsure which DQ tool is best suited for their needs, because the range of functions offered by those tools varies widely. In a systematic search, we identified 667 software tools dedicated to "data quality", from which we selected 12 tools for deeper investigation by means of pre-defined exclusion criteria. Amongst others, we investigated Informatica Data Quality, Experian Pandora, Talend Open Studio, and Oracle EDQ. We evaluated these tools with a fine-grained requirements catalog, which is divided into the three categories (1) data profiling, (2) data quality measurement in terms of metrics and (3) continuous data quality monitoring. In this talk, I will present the strength and weaknesses of the single tools, based on the extent to which they fulfill the different requirements. Additionally, I will give an overview on the wide variety of DQ tools available on the market, which we discovered in our systematic search, but have not been mentioned in any existing survey so far (e.g., Gartner Magic Quadrant of Data Quality Tools). This talk provides a comprehensive overview on state-of-the-art DQ tools for Chief Data Officers and reveals potential for functional enhancements of the tools.	
Session 14D 10:40am – 11:40pm	Title: Speaker:	E51-151

	Abstract:	
11:35– 12:00pm	SESSION 15	
Session 15 11:45– 12:00pm	Town Hall Meeting and Concluding Remarks Robert Lutton - MITCDOIQ Symposium Co-Director Arka Mukherjee, Chief Executive Officer, Global IDs Mark Johnson, Strategic Data Management and Analytics Executive Leader, Fusion Alliance	Wong Auditorium
	End of Symposium	