

**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, 2019 Theme - 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	<p>Welcome &amp; Opening Remarks  Richard Wang, Director, MIT CDOIQ Program  Symposium Co-Chairs- Peter Anlyan, Paul Gillin, Robert Lutton, Arka Mukherjee, Kimberly Sanders, Jim Short, John Talburt, Barbara Wixom, Elizabeth Albee, Dan Everett, Mark Johnson, Mark E Krzysko  Program Manager – Lisa Garrett</p> <p>Value Partners (We thank you!)</p> <p>MIT to Introduce Keynote:</p>	Wong Auditorium
Session 1B 9:00 – 10:00am	<p><b>Keynote:</b>  <b>Title: Using Bots, Machine Learning &amp; Pipelines to create a modern data management environment</b></p> <p><b>Speaker: 1B - Mark Ramsey, PhD, SVP, R&amp;D Chief Data &amp; Analytics Officer, GSK</b></p>	Wong Auditorium

	<p><b>Abstract:</b>  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 &amp; 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.</p>	
<b>10:00 – 10:15am</b>	<b>Break and Networking</b>	
<b>10:15 – 11:15am</b>	<b>Session 2</b>	
<b>Session 2A</b> <b>10:15-11:15am</b>	<p><b>Keynote:</b>  <b>Title: New Data Frontiers for the DoD.</b>  <b>Speaker: Michael Conlin, Chief Data Officer, DoD / Pentagon Suite</b></p> <p><b>Abstract:</b> 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.</p>	<b>Wong Auditorium</b>
<b>11:15 – 11:30am</b>	<b>Break and Networking</b>	

<b>11:30 – 12:30am</b>	<b>Session 3</b>	
<b>Session 3A 11:30- 12:30pm</b>	<p><b>Title: The State of Enterprise AI</b></p> <p><b>Speaker: Tom Davenport - President's Distinguished Professor, Babson College and Research Fellow, MIT Initiative on the Digital Economy</b></p> <p><b>Abstract: 3A</b>  <b>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.</b></p>	<b>E51-145</b>
<b>Session 3B 11:30- 12:30pm</b>	<p><b>Title: The Financial Service Industry CDO's Balancing Act: Modernizing &amp; Maturing the Data Office</b></p> <p><b>Speaker: 3B - Financial Services Panel - Confirming Panellist</b></p>	<b>E51-145</b>

	<p><b>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.</b></p> <ol style="list-style-type: none"> <li><b>1. What keeps CDO's in a mental vice?</b></li> <li><b>2. What do other C-Suite peers want CDO's to handle?</b></li> <li><b>3. How do CDO's enable innovation with data assets, while wrangling conflicting data centric regulations through antiquated tools?</b></li> <li><b>4. What is the data office's stake to help Financial Services compete ?</b></li> </ol> <p><b>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.</b></p>	
<p><b>Session 3C 11:30- 12:30pm</b></p>	<p><b>Title: Anything, Anywhere, Anytime – It is all about the data</b></p> <p><b>Speaker: Dan Whitacre</b>  <b>Senior Director Kroger Technology – Innovation</b>  <b>Senior Director Sunrise LLC - Transformation</b></p> <p><b>Mark Johnson</b>  <b>Executive Director Client Solutions – Cincinnati Market</b>  <b>Executive Leader – Strategic Data Management and Analytics</b>  <b>Fusion Alliance</b></p>	<p><b>E51-149</b></p>

	<p><b>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.</b></p>	
<p><b>Session 3D 11:30- 12:30pm</b></p>	<p><b>Title: Models for Organizing Data Efforts for Mission Success</b></p> <p><b>Speakers: Mark Krzysko, Director, Acquisition Data , US Department of Defense, DASD(AE)/Acquisition Analytics and Policy Ralph Diccio, COL Greg Smith,</b></p> <p><b>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.</b></p>	<p><b>E51-151</b></p>
<p><b>12:30 pm – 2:00pm</b></p>	<p><b><i>Exhibits, Lunch, Networking</i></b></p>	<p><b><i>First Floor &amp; Ting Foyer</i></b></p>
<p><b>2:00 – 3:00pm</b></p>	<p><b>Session 4</b></p>	
<p><b>Session 4A</b></p>	<p><b>Title: The Chief Data Officer Role: Building for the Future</b></p>	<p><b>Wong Auditorium</b></p>

2:00 – 3:00pm	<p><b>Moderator: Randy Bean CEO/Founder, NewVantage Partners and industry columnist</b></p> <p><b>Speakers:</b>  <b>Paul Ballew   Ford Motors   Global Chief Data and Analytics Officer</b>  <b>Bill Grove   Walmart   Chief Data Officer</b>  <b>Vinay Jha   Citizens Bank   Chief Data Officer and Executive Vice President</b>  <b>JoAnn Stonier   Mastercard   Chief Data Officer.</b></p> <p><b>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.</b></p>	
<b>Session 4B</b> 2:00 – 3:00pm	<p><b>Title: Confirmed</b></p> <p><b>Speaker: John M. Miller, Deputy Assistant Secretary for Acquisition Integration, Office of the Assistant Secretary of the Air Force for Acquisition</b></p> <p><b>Abstract: 4B</b></p>	<b>E51-145</b>
<b>Session 4C</b> 2:00 – 3:00pm	<p><b>Title: Data Ethics and Privacy in a Digital Society</b></p> <p><b>Moderator: Stu Madnick</b>  <b>Speaker: Panel Suggestion on Data Ethics, Privacy for Day One</b></p>	<b>E51-149</b>

**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: 100 City What works – (Waiting on Title and Abstract)**

**E51-151**

2:00 – 3:00pm	<p><b>Speaker: Federal, State &amp; City CDO &amp; Data Leaders Track</b></p> <p><b>Abstract: 4D</b></p>	
<b>3:00 – 3:30pm</b>	<b>Coffee Break &amp; Networking</b>	
<b>3:30 – 4:30pm</b>	<b>Session 5</b>	
<p><b>Session 5A</b></p> <p>3:30 – 4:30pm</p>	<p><b>Title: CDO Trends and Perspectives- Part I</b></p> <p><b>Moderator:</b>  <b>Randy Bean   CEO/Founder, NewVantage Partners and industry columnist</b></p> <p><b>Panelists:</b>  <b>Lydia Clougherty Jones   Gartner   Analyst &amp; Research Director, Data &amp; Analytics Group and Office of the Chief Data Officer</b>  <b>Wayne Eckerson   President   Eckerson Group</b>  <b>Stewart Bond   IDC   Director, Data Integration Software Practice</b></p> <p><b>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.</b></p>	<b>Wong Auditorium</b>
<p><b>Session 5B</b></p> <p>3:30 – 4:30pm</p>	<p><b>Title: Data Privacy and CCPA</b>  <b>Speaker:Dr. Arka Mukherjee</b>  <b>Founder and CEO</b>  <b>Global IDs, Inc.</b></p>	<b>E51-145</b>

	<p><b>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.</b></p> <p><b>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.</b></p> <p><b>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.</b></p>	
<p><b>Session 5C</b></p> <p>3:30 – 4:30pm</p>	<p><b>Title: Assessing the Current State of Play in Blockchain Technology</b></p> <p><b>MODERATOR:</b>  <b>Dr. James Short, BlockLAB Director, San Diego Supercomputer Center, UC San Diego</b></p> <p><b>PANELISTS:</b>  <b>Mr. Steve Orrin, CTO, Intel Federal</b>  <b>Dr. Pieter de Leenheer, Chief Science Officer, Collibra</b>  <b>Mr. Raj Patil, CEO and Co-Founder, AEEC</b>  <b>Mr. Ken Miyachi, CEO and Co-Founder, LedgerSafe</b></p>	<p><b>E51-149</b></p>

**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.**

	<p>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.</p> <p>The panel will be moderated by James Short, BlockLAB's founding director.</p>	
<p><b>Session 5D</b> 3:30 – 4:30pm</p>	<p><b>Title: Open Data Act</b></p> <p><b>TBD Federal, State &amp; City CDO &amp; Data Leaders Track</b></p> <p><b>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.</b></p> <p>A presentation summarizing the new law will be followed by an panel discussing the implication for the federal government and the private sector.</p>	<p><b>E51-151</b></p>
<p><b>4:35 – 6:00pm</b></p>	<p><b>Session 6 - Partners: Industry Solutions: Use Case Successes</b></p>	
<p><b>Session 6A</b> 4:35 – 5:15pm</p>	<p><b>Regular Sponsor 1 - Caserta</b></p> <p><b>Title: Sponsor #1</b></p> <p><b>Speaker: Sponsor #1 - Caserta</b></p>	<p><b>Wong Auditorium</b></p>

5:20 – 6:00pm

**Abstract: Sponsor #1**

**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://dataopsmanifesto.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**  
4:35 – 5:15pm

**Regular Sponsor 2 - Sandhill Consultants**  
**Title: Sponsor #2**  
**Speaker: Sponsor #2 - Alation**

**E51-145**

5:20 – 6:00pm	<p><b>Abstract: Sponsor #2</b></p> <p><b>Regular Sponsor 6 - Seamset</b></p> <p><b>Title: Sponsor #6</b></p> <p><b>Speaker: Sponsor #6 - Seamset</b></p> <p><b>Abstract: Sponsor #6</b></p>	
<p><b>Session 6C</b></p> <p>4:35 – 5:15pm</p>	<p><b>Regular Sponsor 3 - Okera</b></p> <p><b>Title: Securing Modern Data Platforms – an Enterprise-Wide Approach</b></p> <p><b>Speaker: Sponsor #3 - Okera</b></p>	<p><b>E51-149</b></p>

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**

	<b>Speaker: Sponsor #7 - Collibra</b> <b>Abstract: Sponsor #7</b>	
<b>Session 6D</b> 4:35 – 5:15pm  5:20 – 6:00pm	<b>Regular Sponsor 4 – Deloitte</b> <b>Title: Sponsor #4</b> <b>Speaker: Sponsor #4 - Deloitte</b> <b>Abstract: Sponsor #4</b>  <b>Regular Sponsor 8 - Alation</b> <b>Title: Sponsor #8</b> <b>Speaker: Sponsor #8 - Get Manta</b> <b>Abstract: Sponsor #8</b>	<b>E51-151</b>
6:00 – 8:00pm	<b>End of Day 1 – Reception, meet the Value Add Partners, &amp; Networking</b>	<b>Ting Foyer &amp; Ground floor</b>
8:00 – onwards	<b>BIRDS OF A FEATHER MEETING SELF-ORGANIZED</b>	
<b>Day 2 - Thursday, Aug 1, 2019 THEME -BEST PRACTICES ON DATA GOVERNANCE &amp; QUALITY</b>		
<b>8:00 – 8:50am</b>	<b>Registration &amp; Continental Breakfast</b>	<b>E51 - First Floor</b>
<b>8: 50– 10:00am</b>	<b>Session 7</b>	
<b>Session 7A</b> <b>8:50 - 9:00am</b>	Welcome Back	<b>Wong Auditorium</b>
<b>Session 7B</b>  <b>9:00 – 10:00am</b>	<u><b>Keynote:</b></u> <u><b>Title: Driving Data Monetization across the enterprise</b></u>  <b>Speaker: Gokala Mishra - 7B</b> <b>Senior Director, Global Data &amp; Analytics and Supply Chain,</b> <b>McDonalds</b>	<b>Wong Auditorium</b>

	<p><b>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.</b></p> <p><b>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.</b></p> <p><b>In this presentation you’ll discover:</b></p> <ul style="list-style-type: none"> <li><b>• How to define data monetization for both internal and external uses</b></li> <li><b>• First hand experiences for monetizing data and obtaining business value</b></li> <li><b>• Understanding importance of data literacy in monetization of data</b></li> </ul>	
<p><b>10:00 – 10:15am</b></p>	<p><b>Break and network</b></p>	
<p><b>10:15 – 11:15am</b></p>	<p><b>Session 8</b></p>	
	<p><b>Keynote: Title: 8A - Being worked on</b></p>	<p><b>Wong Auditorium</b></p>

<b>Session 8A</b> <b>10:15-</b> <b>11:15am</b>	<b>Speaker: 8A</b> <b>Confirmed MasterCard CDO</b> <b>Confirmed</b>  <b>Abstract: 8A</b>	
<b>11:15 –</b> <b>11:30am</b>	<b>Break and Networking</b>	
<b>11:30 –</b> <b>12:30am</b>	<b>Session 9</b>	
<b>Session 9A</b> 11:30 – 12:30pm	<b>Title: Top 10 Big Data Blunders</b> <b>Speaker: Dr Michael Stonebraker, TAMR</b>  <b>Abstract: 9A</b>	<b>Wong Auditorium</b>
<b>Session 9B</b>  11:30 – 12:30pm	<b>Title:</b> <span style="float: right;"><b>9B</b></span> <b>Transforming Business via Data Analytics Panel</b>  <b>Speaker:</b> <span style="float: right;"><b>9B</b></span> <span style="float: right;"><b>(Panel)</b></span> <b>Winston and Strong, Law Firm, Pfizer, McGraw Hill</b> <b>Invited: This session is being worked on</b>  <b>Abstract: 9B</b>	<b>E51-145</b>
<b>Session 9C</b> 11:30 – 12:30pm	<b>Title: 9C</b> <b>Speaker: Melanie Mecca - CDO Advisor</b>  <b>Abstract: What are the essential characteristics of a successful enterprise data management program</b>	<b>E51-149</b>
<b>Session 9D</b>  11:30 – 12:30pm	<b>Title: The Evolving Role of the Public Sector CDO</b>  <b>Speaker: Daniel Morgan</b> <b>Chief Data Officer</b> <b>US Department of Transportation</b>	<b>E51-151</b>

	<p><b>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</b></p> <ul style="list-style-type: none"> <li>- Federal CDOs have been given a broad mandate across the C-suite.</li> </ul> <p>Hear how agencies are building their approach to be successful in this new world.</p>	
<b>12:30 pm – 2:00pm</b>	<b><i>Exhibits, Lunch, Networking</i></b>	<b><i>First Floor &amp; Ting Foyer</i></b>
<b>2:-00 – 3:00pm</b>	<b>Session 10</b>	
<p><b>Session 10A</b></p> <p>2:00 – 3:00pm</p>	<p><b>Title: Stepping Up To Modern Master Data Management - Panel</b></p> <p><b>Speaker: 10 A</b></p> <p><b>Moderator : Aminul Khan , WW Product Lead, Data Management, Johnson &amp; Johnson</b></p> <p><b>Panelists:</b></p> <ul style="list-style-type: none"> <li>- Elena Alikhachkina, PhD, WW Head Data &amp; Analytics Technology, Johnson &amp; Johnson</li> <li>- Dimitris Geragas, Senior Expert Partner - Practice Lead, Data and Market Analytics, Gartner</li> <li>- Name TBD - CDO from leading company ( TBD</li> <li>- Name TBD – Tamr</li> </ul>	<b>Wong Auditorium</b>

	<p><b>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.</b></p>	
<p><b>Session 10B</b></p> <p>2:00 – 3:00pm</p>	<p><b>Title: 10B</b></p> <p><b>Hold for Last Premium Sport (PWC / Or SAS)</b></p> <p><b>Abstract: 10B</b></p>	<p><b>E51-145</b></p>
<p><b>Session 10C</b></p> <p>2:00 – 3:00pm</p>	<p><b>Title: 10C</b></p> <p><b>Panel on Data Analytics Driven Advances in Drug Development</b></p> <p><b>Speaker:</b></p> <p><b>GSK, Pfizer,(Waiting for Astellas Pharma and others)</b></p> <p><b>Invited, updated by end of April</b></p> <p><b>Abstract: 10C</b></p>	<p><b>E51-149</b></p>
<p><b>Session 10D</b></p>	<p><b>Title: 10D</b></p>	<p><b>E51-151</b></p>

2:00 – 3:00pm	<p>Speaker: on Track (Kris Rowley) GSA Federal, State &amp; City CDO &amp; Data Leaders Track</p> <p>Abstract: TBD</p>	
<b>3:00 – 3:30pm</b>	<b>Coffee Break &amp; Networking</b>	
<b>3:30 – 4:30pm</b>	<b>Session 11</b>	
<p>Session 11A</p> <p>3:30 – 4:30pm</p>	<p><b>Title: CDO Trends and Perspectives: Part 2</b></p> <p><b>Moderator:</b> Wayne Eckerson   President, Eckerson Group</p> <p><b>Panelists:</b> Lydia Clougherty Jones   Gartner   Analyst &amp; Research Director, Data &amp; Analytics Group and Office of the Chief Data Officer Stewart Bond   IDC   Director, Data Integration Software Practice</p> <p><b>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.</b></p>	<b>Wong Auditorium</b>
<p>Session 11B</p> <p>3:30 – 4:30pm</p>	<p><b>Title: Fueling Strategic Business Initiatives with Intelligent Data Governance</b></p> <p><b>Speaker: 11B: Susan Wilson , VP &amp; Data Governance Leader, Informatica</b></p>	<b>E51-145</b>

	<p><b>Abstract:</b> 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.</p>	
<p><b>Session 11C</b></p> <p>3:30 – 4:30pm</p>	<p><b>Title:</b> The CDO's Data Management Wish List</p> <p><b>Speaker:</b> Panel with Doug Laney and Joe Caserta and 2 additional Panelists</p> <p><b>Abstract:</b> Data and analytics leaders have been fixated on using advanced analytics &amp; 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.</p>	<p><b>E51-149</b></p>
<p><b>Session 11D</b></p> <p>3:30 – 4:30pm</p>	<p><b>Title:</b> Leveraging enterprise information management to drive citizen-centric state government</p> <p><b>Speaker:</b> Pria Sanyal psanyal@Guidehouse.com Director – State and Local, Data Management Guidehouse CDO &amp; Data Leaders Track</p>	<p><b>E51-151</b></p>

	<p><b>Abstract: A digital revolution brewing in state governments. Across the country, consumers have become accustomed to the seamless service they receive from customer experience leaders such as Google and Amazon. The ever-increasing influx of data creates potential for government executives to know radically more about their citizens, their infrastructure, geographies and complex organizational dynamics. Many states are striving to become more citizen-centric, but few can deliver on this vision because their data is fragmented, housed in silos across the state, and integrating the data is an uphill task in the heavily regulated environment. Typically, each agency accumulates its own information, and sharing of data across department boundaries is minimal or suboptimal. These data silos inhibit transparency, and make it difficult to integrate and analyze the wealth of information the state collectively owns. Appreciation of data as a strategic asset and the focus on managing, safeguarding and harnessing the information assets (or data assets) of a state government to promote citizen centric service has been a comparatively new and lesser known discipline until recent times.</b></p> <p><b>The presentation will outline key aspects of cross-agency data collaboration, citizen data integration and the value of a share-first data environment in improving the citizen-experience.</b></p>	
<b>4:35 – 5:35pm</b>	<b>Session 12</b>	
<p>Session 12A</p> <p>4:35 – 5:35pm</p>	<p><b>Title: Leveraging enterprise information management to drive citizen-centric state government</b></p> <p><b>Speaker: Major League Panel</b></p>	<b>Wong Auditorium</b>

	<p><b>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.</b></p>	
<p><b>Session 12B</b>  4:35 – 5:35pm</p>	<p><b>Title: Leveraging Data As Global Currency</b></p> <p><b>Moderator:</b> <b>Fred Rahmanian, Chief Analytics &amp; Technology Officer - Geneia</b></p> <p><b>Panelists:</b> <b>Luk Arbuckle, Chief Methodology Officer - Privacy Analytics, an IQVIA Company</b> <b>Derek Danois, Vice President, Chief Data Office - GE Healthcare</b> <b>George Komatsoulis, Chief of Bioinformatics - CancerLinQ LLC</b> <b>Thomas Henry, Chief Data and Analytics Officer - Schnucks</b></p>	<p><b>E51-145</b></p>

	<p><b>Abstract:</b> 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.</p> <p><b>This Executive Event Is Right For You If...</b></p> <ul style="list-style-type: none"> <li>• Your organization has-or wants-a data-driven growth strategy.</li> <li>• You're involved in any effort to derive business value from sensitive data.</li> <li>• You are an executive charged with data-driven business outcomes.</li> <li>• Your organization has challenges regarding data privacy.</li> </ul> <p><b>Questions To Explore With The Panel:</b></p> <ul style="list-style-type: none"> <li>• What is your data worth?</li> <li>• How will you make data pay for itself?</li> <li>• What's your data privacy strategy?</li> <li>• How does GDPR, CCPA, or HIPAA impact your data strategy?</li> <li>• What will be the biggest change in how you manage personal data in the next 5 years?</li> </ul>	
<p><b>Session 12C</b></p> <p>4:35 – 5:35pm</p>	<p><b>Title:</b> What do you really know about your data? How data intelligence improves knowledge to enable organizations with data.</p> <p><b>Speaker:</b> Stewart Bond from IDC</p>	<p><b>E51-149</b></p>

	<p><b>Abstract:</b></p> <p><b>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.</b></p> <p><b>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.</b></p>	
<p><b>Session 12D</b> 4:35 – 5:35pm</p>	<p><b>Title: TBD</b></p> <p><b>Speaker: Federal, State &amp; City CDO &amp; Data Leaders Track</b></p> <p><b>Abstract: 12D</b></p>	<p><b>E51-151</b></p>
<p><b>Session 12</b> 5:40–6:00pm</p>	<p><b>Birds of a Feather Meetings</b> <b>Rooms that are available by Industry / Topic</b></p>	<p><b>Wong Auditorium &amp; all classrooms</b></p>

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

<b>8:00 – 9:00am</b>	<b>Continental Breakfast</b>	<b>Ting Foyer</b>
<b>9: 00– 10:00am</b>	<b>Session 13</b>	
<b>Session 13A 9:00 - 9:05am</b>	Welcome Back	<b>Wong Auditorium</b>
<b>Session 13B 9:05 - 9:50am</b>	- <b>Keynote: Title: TBD</b>  <b>Speaker: PWC Keynote</b>  <b>Abstract: Leading Edge Technology</b>	<b>Wong Auditorium</b>
<b>Session 13B 10:00 - 10:30am</b>	<b>Keynote: Title: TBD</b>  <b>Speaker: Working on Technology Company that will be speaking about AI / Predictive Learning</b>  <b>Abstract: 13C</b>	<b>Wong Auditorium</b>
<b>10:30 – 10:40am</b>	<b>Coffee Break &amp; Networking</b>	
<b>10:40– 11:40pm</b>	<b>SESSION 14</b>	<b>Ting Foyer</b>

<p><b>Session 14A</b></p> <p>10:40am – 11:40pm</p>	<p><b>Title: 14A</b> <b>Cloud, AI and Modern Data Platform – the Dynamic Trio Disrupting the Clinical Trials Industry</b></p> <p><b>Speaker:</b> <b>Dr Prakriteswar Santikary (ERT) - Presentation</b></p> <p><b>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.</b></p>	<p><b>Wong Auditorium</b></p>
<p><b>Session 14B</b></p>	<p><b>Title: Transforming Challenges into Opportunities in the Federal Government – Perspective from the First 500 days of the EEOC’s CDO</b></p>	<p><b>E51-145</b></p>

<p>10:40am – 11:40pm</p>	<p><b>Speaker:</b>                   <b>14B</b>           <b>Jiashen</b>           <b>You,</b>           <b>Ph.D.</b>  <b>Director, Information and Data Access Division</b>  <b>Office of Enterprise Data and Analytics</b>  <b>U.S. Equal Employment Opportunity Commission</b></p> <p><b>Abstract:</b> 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.</p>	
<p><b>Session 14C</b></p> <p>10:40am – 11:40pm</p>	<p><b>Title: Automating Data Quality Measurement with Tools: State-of-the-Art and Future Potential</b></p> <p><b>Speaker:</b>           <b>14C</b>           <b>Lisa Ehrlinger,</b>           <b>Senior Researcher</b>  <b>Johannes Kepler University Linz and Software Competence Center Hagenberg</b></p>	<p><b>E51-149</b></p>

**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:** Transitioning to the Cloud: Lessons learned on transitioning to and managing data in the cloud.

**Speaker:** Robert Audet, Director  
**GuideHouse**

**E51-151**

	<p><b>Abstract:</b> Many agencies are trying to transition to the cloud to help reduce O&amp;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 learned and insights on how to successfully migrate data to the cloud and manage the data once in the cloud.</p>	
<p><b>11:35– 12:00pm</b></p>	<p><b>SESSION 15</b></p>	
<p><b>Session 15</b> 11:45– 12:00pm</p>	<p><b>Town Hall Meeting and Concluding Remarks</b></p> <p><b>Robert Lutton</b> - MITCDOIQ Symposium Co-Director  <b>Arka Mukherjee</b>, Chief Executive Officer, Global IDs  <b>Mark Johnson</b>, Strategic Data Management and Analytics Executive Leader, Fusion Alliance</p>	<p><b>Wong Auditorium</b></p>
	<p><b>End of Symposium</b></p>	