



Data Strategy, Architecture & Analytics

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Agenda At-a-Glance

[Full Schedule](#)

Full Schedule	Mon, Nov 2	Tue, Nov 3	Wed, Nov 4	Thu, Nov 5
Monday, 11/2/2015				
Registration and Continental Breakfast 07:30 AM - 08:30 AM				
Morning Tutorials 08:30 AM - 11:45 AM				
Title	Speakers	Audience	Track	
AM1: Developing a Modern Enterprise Data Strategy	John Akred, <i>Silicon Valley Data Science</i> Edd Dumbill, <i>Silicon Valley Data Science</i>	Business/Strategic	Data Strategy	
AM2: EIM Organization, Structure and Roles	Valerie Torstenson, <i>IMCue Solutions</i>	Business/Strategic	Enterprise Information Management (EIM) Organizational Structure and Roles	
AM3: Designing & Implementing an Analytical Data Architecture	Richard Sherman, <i>Athena IT Solutions</i>	Intermediate	Business Analytics Data Architecture	
AM4: A Strategic Data Framework Based on Governance Best Practices	Robert S. Seiner, <i>KIK Consulting / TDAN.com</i>	Intermediate	Data Strategy Governance and Quality	
Coffee Break 10:00 AM - 10:15 AM				
Lunch 11:45 AM - 01:00 PM				
Afternoon Tutorials 01:00 PM - 04:15 PM				
Title	Speakers	Audience	Track	
PM1: Measuring the Value of Your Information Management Program	Kelle O'Neal, <i>First San Francisco Partners</i>	Business/Strategic	Enterprise Information Management (EIM) Metrics	
PM2: Using Data Delivery Lifecycles to Enable Data Strategy, Architecture, and Analytics	Gwen Thomas, <i>IFC, Part of the World Bank Group</i>	Advanced	Data Strategy Improving Data Management Practices Organizational Structure and Roles	
PM3: Architecting a Big Data Platform	John Akred, <i>Silicon Valley Data Science</i> Stephen O'Sullivan, <i>Silicon Valley Data Science</i>	Intermediate	Big Data Data Architecture	
PM4: Using Business Data Architecture to Drive Data Governance	Mark Ouska, <i>INC Research, LLC</i>	Business/Strategic	Data Architecture Governance and Quality	
Coffee Break 02:30 PM - 02:45 PM				
Tuesday, 11/3/2015				
Registration and Continental Breakfast 07:30 AM - 08:30 AM				
Keynote 08:30 AM - 09:00 AM				
Title	Speakers	Audience	Track	
Business-First Enterprise Data: Creating Analytics Capabilities and Culture	Anthony J. Algmin, <i>Chicago Transit Authority</i>	Business/Strategic Case Study	Business Analytics Data Strategy	
Keynote 09:00 AM - 09:30 AM				
Keynote 09:30 AM - 10:00 AM				
Title	Speakers	Audience	Track	
Adapting Data Strategy for Emerging Technology & Business Needs	Michael F. Jennings, <i>Walgreens Boots Alliance</i>	Intermediate	Data Architecture Data Strategy	
Coffee Break 10:00 AM - 10:30 AM				
Conference Sessions 10:30 AM - 11:20 AM				
Title	Speakers	Audience	Track	
Developing and Implementing Policies and Standards to Manage Data as an Enterprise Asset	Janet N Lichtenberger, <i>Walgreens</i>	Intermediate	Enterprise Information Management (EIM) Governance and Quality	
Architecting and Organizing for Predictive Analytics	April Reeve, <i>EMC</i>	Business/Strategic	Big Data Data Architecture Organizational Structure and Roles	
Financial Information Architecture for Regulatory Reporting	Leon Bernal, <i>Waterford Advisory Group, Inc.</i>	Business/Strategic	Data Architecture Governance and Quality	
Conference Sessions 11:30 AM - 12:20 PM				
Title	Speakers	Audience	Track	
Running EIM as a Business	Valerie Torstenson, <i>IMCue Solutions</i>	Business/Strategic	Enterprise Information Management (EIM) Improving Data Management Practices	
Modern Big Data Architecture Patterns - Case Driven Designs	Sujee Maniyam, <i>Elephant Scale</i>	Intermediate	Big Data New Ideas and Technologies	
Advanced Data Governance Practice	Kimberly Nevala, <i>SAS</i>	Advanced	Governance and Quality New Ideas and Technologies	
Lunch 12:30 PM - 01:30 PM				
Conference Sessions 01:30 PM - 02:20 PM				
Title	Speakers	Audience	Track	
Reviving a Stagnant Enterprise Data Strategy	Bob Schork, <i>Nissan North America</i>	Business/Strategic	Data Strategy	

 A Data-Centric Approach to Enterprise Architecture: Embedding Data Capabilities into the Operating Infrastructure	Lewis Broome, <i>Data Blueprint</i>	Intermediate	Improving Data Management Practices Data Architecture
 Designing Architectures for Self-Service BI and Data Science Exploration	Richard Sherman, <i>Athena IT Solutions</i>	Intermediate	Business Analytics Improving Data Management Practices
 Harness the Composable Data Layer to Survive the Digital Tsunami	Michele Goetz, <i>Forrester Research</i>	Intermediate	Governance and Quality New Ideas and Technologies



Conference Sessions 02:30 PM - 03:20 PM

Title	Speakers	Audience	Track
 Data Tactics to Achieve Your Data Strategy	Charles Gilbreath, <i>Georgia State University</i>	Intermediate	Data Strategy Enterprise Information Management (EIM)
 Implement Master Data Management and Measuring Maturity	Kimberly K. Wienzierl, <i>Caterpillar Inc.</i>	Introductory	Governance and Quality
 The Critical Role of Design in Current and Future Analytics Architectures	Mike Gilpin, <i>Siteworx</i>	Business/Strategic	Big Data Data Strategy New Ideas and Technologies

Coffee Break & Exhibits Open 03:30 PM - 04:00 PM**Exhibits and Reception** 05:00 PM - 07:00 PM

Wednesday, 11/4/2015

Registration and Continental Breakfast 07:30 AM - 08:30 AM**Conference Sessions** 08:30 AM - 09:20 AM

Title	Speakers	Audience	Track
 Incorporating the Data Lake into Your Analytics Architecture	Joe Caserta, <i>Caserta Concepts</i>	Introductory	Business Analytics Data Architecture
 Big Data, System, and Transformation: Cento Systems	Dorin Andreescu, <i>SSDS</i> Dan Andreescu, <i>Wikimedia</i>	Business/Strategic	Big Data New Ideas and Technologies

Conference Sessions 09:30 AM - 10:20 AM

Title	Speakers	Audience	Track
 Building and Executing a Data Strategy	Marcel Jemio, <i>Treasury/Fiscal Service</i>	Introductory	Data Strategy
 Create a Landmark, Not a Landfill, with an Information Supply Chain Architecture	Frank Cerwin, <i>McDonald's</i>	Intermediate	Data Architecture Enterprise Information Management (EIM)
 Is Hadoop Appropriate for Operational Customer Applications?	Michael M. Ott, <i>Innovative Systems, Inc.</i>	Intermediate	Big Data New Ideas and Technologies
 Enterprise Information Market	Igor Ikonnikov, <i>Manulife Financial</i>	Business/Strategic	Enterprise Information Management (EIM) New Ideas and Technologies

Coffee Break and Exhibits Open 10:20 AM - 11:30 AM**Sponsored Perspectives** 10:45 AM - 11:15 AM**Conference Sessions** 11:30 AM - 12:20 AM

Title	Speakers	Audience	Track
 An Economic Cause of Data Strategy Failures	Richard A Howey, <i>Data Value Services LLC</i>	Business/Strategic	Data Strategy Metrics
 Business Framework for Analytics Implementation	Melanie A. Mecca, <i>CMMI Institute</i> Jonathan Adams, <i>Booz Allen Hamilton</i>	Business/Strategic	Business Analytics
 1,100 Reasons Cognitive Computing Will Change Your Life	Marc Teerlink, <i>IBM Watson Group</i> Kyla B Moran, <i>IBM Watson Group</i>	Business/Strategic	Big Data New Ideas and Technologies
 Real-Time Data Requires Real-Time Governance!	Don Loden, <i>Decision First Technologies</i>	Intermediate	Governance and Quality

Lunch 12:30 PM - 01:30 PM**Conference Sessions** 01:30 PM - 02:20 PM

Title	Speakers	Audience	Track
 Data Strategy and Rumpelstiltskin: How to Avoid Becoming Your Own Worst Enemy	Gary L Mesick, <i>The Boeing Company</i>	Business/Strategic	Data Strategy
 Architecture Landscape Mapping Best Practices	Susan Earley, <i>Sears Holdings</i>	Intermediate	Data Architecture Improving Data Management Practices
 Don't Let the Perfect Be the Enemy of the Good in Data Analytics	Samra Sulaiman, <i>First San Francisco Partners</i> Winston Hsiao, <i>Millennial Enterprise Technology, Inc</i>	Intermediate	Business Analytics Governance and Quality
 Implementing and Sustaining EIM in the Real World	Andrea T Gibbons, <i>Semantix Lab</i> Molly McMorrow, <i>Deloitte Public Sector</i>	Business/Strategic	Enterprise Information Management (EIM) Improving Data Management Practices

Conference Sessions 02:30 PM - 03:20 PM





Title	Speakers	Audience	Track
 Success Stories in Building a Global Data Strategy	Donna Burbank, <i>FHO</i>	Case Study	Data Strategy
 Agile Data In Seven Shocking Steps	Christopher Bergh, <i>DataKitchen</i>	Business/Strategic	Improving Data Management Practices
 Optimizing the Data Supply Chain for Data Science	Marc C. Hadfield, <i>Vital AI</i>	Business/Strategic	Big Data New Ideas and Technologies
 The Enemy You Know	Ted Harrington, <i>Independent Security Evaluators</i>	Intermediate	Governance and Quality Industry Trends

Coffee Break 03:20 PM - 03:45 PM**Keynote Discussion Panel** 03:45 PM - 04:45 PM

Thursday, 11/5/2015

Registration and Continental Breakfast 07:00 AM - 08:30 AM**Full-Day Tutorials** 08:30 AM - 04:15 PM

Title	Speakers	Audience	Track
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 S1: Human Factors in Information Strategy: 5 Inevitable Scenarios	Len Silverston, <i>Universal Data Models, LLC</i>	Business/Strategic	Data Strategy Organizational Structure and Roles
 S2: Advanced Topics in Master Data Management	David Loshin, <i>Knowledge Integrity</i>	Intermediate	Enterprise Information Management (EIM) Governance and Quality
 S3: Building a Modern Analytics Platform with Hadoop and Spark	Vladimir Bacvanski, <i>SciSpike</i>	Intermediate	Big Data Business Analytics
 S4: Increasing Project Success Through Data Quality and Governance	Danette McGilvray, <i>Granite Falls Consulting Inc.</i>	Intermediate	Improving Data Management Practices

Coffee Break 10:00 AM - 10:30 AM

Lunch 12:00 PM - 01:00 PM

Coffee Break 02:30 PM - 02:45 PM

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