***The 12th Annual MIT Chief Data Officer and
Information Quality Symposium
2018 Theme:***
"*Exploiting Data Capital for Organizational Performance*"

Date: Wednesday, July 18, 2018 – Friday, July 20, 2018

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

Dress Code**: Business casual**

Contact: Rich Wang at rwang@mit.edu
www.mitcdoiq.org
Twitter: #MITCDOIQ

Day 1 - Wednesday, July 18, 2018 THEME – BUSINESS VALUE FOR THE C SUITE		
7:30 – 8:30am	**REGISTRATION**	**E51 - First Floor**
8:30 - 10:30am	**SESSION 1**	
Session 1A 8:30 – 9:00am	**Welcome & Opening Remarks** **Richard Wang**, Director, MIT CDOIQ Program (Rich and Robert to thank the keynotes & speakers) **Symposium Co-Chairs-** Robert Lutton, Arka Mukherjee, Jim Short, Barbara Wixom, Elizabeth Albee, Dan Everett, Mark Johnson, Paul Gillin, Kimberly Sanders, **Value Partners** (We thank you!) Each partner has a 30 second intro **MIT** to Introduce Mr. Thomas M Sasala	**Wong Auditorium**
Session 1B 9:00 – 9:45am	**Keynote** **Speaker:** Thomas M. Sasala, Director, Architecture Integration and Chief Data Officer, Army CIO/G6 **Title:** Data is the New Bacon **Abstract:** Tom Sasala, the Director & Architecture Integration and Chief Data Officer of the US Army will be opening the 12th annual MIT Chief Data Officer and Information Quality Symposium with a discussion around how Data is the New Bacon. This presentation compares data to bacon as it is the commodity that people crave. The presentation will revolve around the well-known point that like bacon requires more commitment from a pig then eggs to from a chicken, data is only useful when the user is fully committed to sharing and combing it with other data in order for it to be useful. *Don't miss this enlightening kickoff to the Symposium.*	**Wong Auditorium**

Session 1C 9:45 – 10:30am	**Keynote:** **Title**: Cyber Security of Your Data **Speaker:** Stuart Madnick, MIT **Abstract:** Determining and Safeguarding Your Data "Crown Jewels" Abstract: One of the key goals of a CDO is to maximize the value of the organization's data. It is also widely recognized that almost every enterprise has, or will, suffer a cyberattack. Gardner has succinctly summed it up with "Prevention is Futile." Trying to protect every bit of an organization's data is a huge (and likely impossible) task. In order to focus energy most effectively, CDO's are increasingly asked to help determine what are the organization's data "crown jewels" and how to mitigate an attack on them. In this session we will describe this challenge and interactively discuss some approaches that organizations are taking.	**Wong Auditorium**
10:30 -11:00am	**BREAK AND NETWORK**	
11:00 -12:00pm	**SESSION 2**	
Session 2A	**Title:** The Chief Data Officer Role: Opportunity and Challenge (Panel) **Speakers:** Randy Bean, Co-Chair Jeff McMillan, CDO, Morgan Stanley Charles Thomas, CDO, General Motors Christina Clark, CDO, General Electric Denise Letcher, CDO, PNC Bank **Abstract:** One of the most encouraging signs that corporations are embracing data has been establishment of the Chief Data Officer role. Yet, in spite of this acceptance of the CDO, there is a lack of consensus on the nature of the CDO role and responsibilities, mandate, and background for success. This panel of leading CDO's will share their perspectives on the opportunity and challenges facing CDO's.	**Wong Auditorium**
Session 2B	**Title:** Managing Data in Complex Government Organizations **Speakers:** Ralph DiCicco (moderator), Acquisition CIO, Office of the Deputy Assistant Secretary of the Air Force John Skudlarek, Deputy Chief Information Officer Federal Communications Commission Lin Zhang, Sr. Data Architect, U. S. Dept of the Interior Colonel Nevin "Mustang" Taylor, US Air Force **Abstract:** Managing data within and among federal agencies requires political savviness, functional knowledge, and technical understanding. This panel will explore challenges and successes in managing data in the federal government and tactics to drive complex organizations toward data management approaches that enable critical data use and sharing.	**E51-145**

Session 2C	**Premium Sponsor 1 – Fusion Alliance - Mark Johnson** **Title:** Data and Analytics Strategy & Roadmap, a Critical Success Factor in Strategic Data Management & Analytics Success **Speaker:** Mark I. Johnson, Executive Data Management & Analytics Leader – Fusion Alliance **Abstract:** Success with Strategic Data Management and Analytics is about organizational change. Investments in Data Governance, Data Quality Improvement through Stewardship, next generation data management and analytics platforms and tools in the cloud, data science, and machine learning can yield significant benefits when complimented by a comprehensive organizational change program that enables the human factor (Business and IT) to optimize collaboration, adoption, and engagement. This presentation will discuss proven techniques for creating a comprehensive Data Management & Analytics Strategy, and Roadmap anchored in business strategy as a way to improve the ROI on program investments.	**E51-149**
Session 2D	**Title:** CDO in Action **Speakers:** Derek Strauss, Chair, Founder, Gavroshe; former CDO, TD Ameritrade **Panelists:** Cortnie Abercrombie – Founder, AI Truth; former AI Offerings Executive, IBM; former Emerging Roles Program Leader, IBM (Chief Data Officer, Chief Analytics Officer, Chief Data Scientist and Chief Digital Officer) Carl Gerber – Managing Partner at Global Data Analytics Leaders LLC, former CDO, AIG Commercial Insurance; former CDO, Pearsons Rene Kim – SVP, Global Data Solutions, Charles Schwab & Co., Inc. Peter Serenita – CDO, US Scotiabank; former Group CDO, HSBC; former CDO, JPMorganChase Worldwide Securities Chuck Smith – VP, R&D Data Strategy **Abstract:** The C-suite often has many, and often diverse, expectations of what the CDO will deliver in terms of real Business Value to the organization. Some expect the CDO to rapidly mitigate against regulatory risk. Others expect the CDO to pursue an innovation agenda, facilitating the organization's transformation. Often new technologies like Artificial Intelligence and Machine Learning play a major part in the expectations of how the organization will leap ahead of its competition. And then of course there are critical considerations around Data Privacy and Data Ethics – how do they play into the mix? One thing everyone expects from the CDO is ACTION!! But where do you start and how can you possibly meet all of these expectations? Join us as our panel of leading CDOs and Data Analytics experts discuss these key questions!	**E51-151**
12:00 – 1:00pm	**LUNCH**	

1:00 – 2:00pm	SESSION 3	
Session 3A 1:00 – 2:00pm	**2017 isCDO Award Winner Presentation, I** **Title:** From Inwards to Outwards **Introduction by James Meng, Speaker:** Maria Villar, Head of Enterprise Data Transformation SAP **Abstract:** My journey since 2009 of leading SAP's data transformation will be presented. The journey has enabled SAP's Enterprise Data Program to transform from a data quality service to a strategic business capability. The process of the establishment of a global data strategy, building data management capabilities spanning customer, supplier, finance data and operational data will be described. Capabilities built include information governance, data process simplification and enterprise master data management. The vision of "One SAP For Data Quality" enabled support of SAP's strategic business initiatives to become a cloud company in the digital economy. Our Enterprise Data Program was recognized internally and also used externally as a showcase to our customers, further demonstrating the value for SAP.	**Wong Auditorium**
Session 3B 1:00 – 2:00pm	**Title:** Data Analytics to Solve Government Problems **Speakers:** Mark Krzysko, Department of Defense, Office of the Under Secretary of Defense for Acquisition & Sustainment/Strategy, Data, & Design John Eltinge, United States Census Bureau Bobby Saxon, Chief Technology Officer, Centers for Medicare & Medicaid Services **Abstract:** Use of data analytics to support federal government decision making and improvements is on the rise. This session will showcase ongoing data analytics projects in various agencies and will reveal the interrelationship of leadership, analyst, academic, and contractor efforts to bring the insights that enable progress and decisions.	**E51-145**

Session 3C 1:00 – 2:00pm	**Premium Sponsor 2 – PwC** **Title:** Pressures for Responsible AI **Speakers:** Gerard Verweij, Global Data and Analytics Leader, PwC Ilana Golbin, PwC **Abstract:** New technologies often bring new fears, justified or not, and not just among conspiracy theorists. Seventy-seven percent of CEOs in a 2017 PwC survey said AI and automation will increase vulnerability and disruption to the way they do business. Invasion of privacy, algorithmic bias, environmental damage, threats to brands and the bottom line — the fears around AI are numerous. Leaders will soon have to answer tough questions about AI. It may be community groups and voters worried about bias. It may be clients fearful about reliability. Or it may be boards of directors concerned about risk management, ROI, and the brand. During this session, we will explore how organizations are adopting principles to using AI responsibly, building trust, so that it strengthens the business and society as a whole.	**E51-149**
Session 3D 1:00 – 2:00pm	**Title:** BBVA Fuels Data-Driven Transformation with a Data Science Center of Excellence **Speakers**: Barbara Wixom **Abstract**: This session will feature an award-winning case study about BBVA -- a global financial group that established a data science center of excellence (CoE) in 2014 as a separate legal entity and charged it with data science leadership. The CoE activities influenced BBVA's data culture and laid the groundwork for a BBVA Data Office, reporting to the CEO, which was put in place in late 2017 to recognize data as a core BBVA competency.	**E51-151**
2:00 – 2:30pm	**COFFEE BREAK & NETWORKING**	
2:30 – 3:30pm	**SESSION 4**	
Session 4A 2:30 – 3:30pm	**Title:** The Convergence Between Data & Digital: Mapping Out A Cohesive Strategy for Maximum Impact **Speakers:** Joe Caserta, Caserta **Abstract:** As we continue to shift into a data-driven digital society, it's crucial to ensure a cohesive strategy between the chief data officer and chief digital officer. In this talk, Joe Caserta will discuss the convergence between data and digital, addressing the interdependencies, ambiguities, and complications between the two. Joe will outline a cohesive strategy to enhance enterprise operations and improve your bottom line.	**Wong Auditorium**

Session 4B 2:30 – 3:30pm	**Premium Sponsor 3 - Collibra** **Title:** In Data We Trust… But how can we create trust in data ? **Speker:** Stephen Gatchell, Head of Data Governance at Bose Corporation Daniel Sholler, Lead Evangelist and Analyst Relations, Collibra. Customer Speaker TBC **Abstract:** - Modern data governance is about delivering the right data for the right uses. All the work of improving the quality of data, making sure it is understood and available is necessary , but the real test comes when the analysis of the data is used for a decision. This requires the data to be trusted. If it isn't, all the work of governance and analysis will be wasted. But what is trust? And how do we, as data professionals, engender trust in data across our organizations? Join Stephen Gatchell, Head of Data Governance at Bose Corporation, and Daniel Sholler, Product Evangelist at Collibra as they explore the meaning of trust and how trust is created in practice.	**E51-145**
Session 4C 2:30 – 3:30pm	**Title:** PwC – CDO Strategies for Data Innovation and Monetization (Panel) **Speakers: Moderator:** Salahaldin Hussein, PwC **Panelists:** Bala Ayyar, CDO Americas, Société Générale Jodi Morton, VP-Single Family Data Governance and Management, Freddie Mac Richard Gengenbach, Global Head, Enterprise Data Office, Morgan Stanley **Abstract:** Several disruptors are shaping the agenda of Financial Institutions with leaders increasingly looking to use data and analytics to grow their footprint, enhance returns, digitize their employee and client experience, achieve efficiencies, and manage risk. CDOs of these financial institutions are at the forefront of delivering foundational programs that provide timely, high quality data to fuel analytics and innovation, while at the same time demonstrating ROI. Their role is rapidly evolving to include accelerating access to data-derived insights and keeping up with the rapid proliferation of data science and artificial intelligence (AI). In This session, we will hear from industry leaders about key uses cases, successes, and challenges related to: • Measuring and articulating ROI on data programs • Facilitating data-driven decisions • Strategies to realizing data monetization	**E51-149**

Session 4D 2:30 – 3:30pm	**Title:** Charting a course to effectively manage data assets as articulated in the Open Government Data Act **Speakers**: Robert Audet, PwC Public Sector **Abstract:** Agencies should start to get ahead of the requirements articulated in the Open Government Data Act, which is pending approval as of April 2018, and also consider the recommendations as noted in the Presidential Management Agenda (PMA) 2018, which both articulate a host of suggested data management improvements. While all these recommendations sound great on paper and are well intentioned, given budgetary constraints, competing priorities, and varying levels of maturity in managing data assets, Data Leaders are trying to figure out where to start and how to chart an attainable course to incrementally improve data management capabilities. From this session, you will learn a point of view on how to address data management gaps and opportunities, and apply a repeatable and measurable approach to gauge progress.	**E51-151**
3:30 – 3:45pm	**BREAK AND NETWORKING**	**Ting Foyer**
3:45 – 4:40pm	**SESSION 5**	
Session 5A 3:45 – 4:40pm	**Title**: Building a Culture of Data Protection **Speakers**: Keri Pearlson, MIT **Abstract**: Investing in technology to protect your data is only part of the cybersecurity equation. Investing in the organization is required to achieve acceptable levels of security and resilience. We are all familiar with building a culture of safety - for some organizations, it is second nature to think about safety in everyday activities, and there are lessons that can be applied to building a culture of data protection. As cybersecurity leaders invest in the people-side of the resilience equation, a framework and roadmap can guide decisions. This session will share research from MIT's Sloan School on components necessary to build a culture of data protection and managerial mechanisms leaders can use to enable every employee's ability to increase cybersecurity. The latest framework and current findings of recent research will be shared.	**Wong Auditorium**

Session 5B 3:45 – 4:40pm	**Title**: How to Succeed with Self-Service Analytics: Organizational, Architectural, and Governance Issues **Speakers**: Wayne Eckerson, Principal Consultant, Eckerson Group **Abstract**: Self-service analytics has been the holy grail of data and analytics leaders for decades. Although BI and analytics tools have improved significantly, it is notoriously difficult to achieve the promise of self-service without creating data chaos. In fact, in many organizations, self-service exacerbates the chaos. This session will examine the dynamics driving analytics adoption and then outline success factors required to lead a data analytics program: right users, right tools, right processes, right organization, right architecture, and right leadership. Finally, it will show how to build a self-sustaining analytical culture where business users, data analysts, and BI professionals work collaboratively to support data-driven decision making. You Will Learn: • Trends and business dynamics driving analytics adoption • The conundrum of self-service analytics • Success factors for leading a successful BI program • How to survive and thrive in the new world of big data analytics • How to increase user adoption and facilitate self service	**E51-145**

Session 5C 3:45 – 4:40pm	**Title:** Align holistic data strategy with core organizational strategies and objectives **Speakers:** Della Shea, Vice President, Privacy & Data Governance, CPO Symcor Inc, Dr. Murat Kristal is the Director of the Master of Business Analytics Program at the Schulich School of Business in Canada **Abstract:** In 1798, Samuel Taylor Coleridge famously wrote, "Water, water, everywhere, nor any drop to drink". Coleridge's picture of a sailor's plight in The Rime of the Ancient Mariner draws a parallel to the dilemma organizations face in their quest to create value from vast amounts of data; leading to situations where legitimately delivering data-centric products and services becomes immobilized. The availability, volume and variety of data is not the core issue, nor is gaining access to advanced technologies to perform sophisticated data processing activities like analytics. Establishing resilient security controls and adhering to privacy and data regulations is also essential; but this is not the full story. To make data useable requires a holistic strategy that aligns with core organizational objectives, business models and structure. There is no one-size-fits-all solution, framework or program that can guarantee success. This presentation will discuss the journey of architecting a data strategy, policies, frameworks, processes, technology and governance structure to support the development and delivery of data-centric products and services.	**E51-149**
4:45 – 5:30pm	**SESSION 6 - Partners: Industry Solutions: Use Case Successes**	

Session 6A	**Regular Sponsor 1 – Gavroshe**	
4:45 – 5:30pm	**Title:** Empowering the Homeless - Providing Business Value to the Mayor of the City of Trenton, NJ	
	Speakers: Derek Strauss - Founder, Gavroshe; former CDO, TD Ameritrade	
	Abstract: In spite of the 5.5 billion dollars, which is assigned annually to assist in the fight against homelessness by the federal government, there continue to be wide-spread systemic problems. The homeless have no voice; they have no idea how to navigate the social services system, which to them lacks credibility. In addition, the social workers and case workers are often burnt out and frustrated with the system in which they work. Often the Service Organizations and Outreach Organizations have no idea what each other is doing, i.e. who has what program or what grant, and who is helping whom. There is little accountability across organizations, much finger pointing, competition for grants, political jockeying, duplicate services and programs, no cross-organization client data sharing, basic use of legacy centralized data systems, no good metrics around service numbers, program goals are inconsistent organization to organization, etc. Because of poor data/information and "gut-feel" management, grants are lost year to year; money that could help is left on the table, and true service numbers and metrics are not known. Mayors of most Cities are wrestling day and night with these problems. The system is badly broken! This presentation describes the value gained by implementing an innovative solution which focuses on improving the data and analytics of Homelessness, piloted in the City of Trenton, NJ.	**Wong Auditorium**

Session 6B 4:45 – 5:30pm	**Regular Sponsor 3 - Data Kitchen** **Title:** You need to Iterate to Innovate: DataOps & 3 case studies **Speakers:** Chris Bergh, CEO and Head Chef, Data Kitchen; Gil Benghiat, VP of Products, Data Kitchen **Abstract:** What do data warehouses, model development, and analytic operating systems all have in common? You can use the same DataOps principles and practices to deliver them quickly and with high quality. For background, we look what is hard about analytics today. Then we define and introduce DataOps. We explore in more detail automating data quality along with automating pipelines and deployment – the core concepts of DataOps. We wrap up by looking at three DataOps case studies: a data warehouse supporting a pharmaceutical launch, data science model development, and a marketing operations implementation project. The speakers are the founders of DataKitchen and have decades of hands-on and executive management experience in data, analytics, and software development and are current practitioners of DataOps.	**E51-145**
Session 6C 4:45 – 5:30pm	**Regular Sponsor 5 – Zoom Data** **Title:** All the things I wish I knew about Big Data before I had to deal with it **Speakers:** Ruhollah Farchtchi, Chief Technology Officer, Zoomdata **Abstract:** No matter what stage you are at with your big data strategy you know the next challenge / pitfall is just around the corner. Executing on a big data strategy and the multitude of cascading decisions can send your project spiraling out of control. How do you overcome the next challenge? What steps can you take to ensure you avoid costly mistakes? What can you do to deliver business value out of big data? At Zoomdata we've seen every stage of big data proficiency from those just getting started to major organizations delivering business value daily from their infrastructure. In this talk we discuss some of the common pitfalls in deriving analytic value from data and cover big data best practices through a survey of use cases and lessons learned across several industries.	**E51-149**

Session 6D 4:45 – 5:30pm	**Regular Sponsor 7 – Deloitte Consulting** **Title:** Cultivating a successful CDO function. **Speakers:** Juan Tello, Principal, Deloitte Consulting LLP Sachin Khairnar, Managing Director, Deloitte Consulting LLP Theresa Kushner, Tech SVP Performance Analytics, Dell Rob Howell, Vice President, OneSysco Data, Sysco Bill Martin, CDO, MRC Global **Abstract:** Industry 4.0 is the transformation of how businesses go to market and operate, and how they communicate and connect. It's a future where data is used to drive intelligent actions. Reaping the benefits of being a data-driven enterprise requires executives to shift operations from a siloed approach to one that is connected across the enterprise. As this evolution occurs, the role of the Chief Data Officer (CDO) is quickly transforming and emerging as a critical member of the leadership team. How can your organization make the "big shifts" required to cultivate a new, stronger data function? This panel discussion with CDOs from Fortune 500 companies will focus on activating a data-driven advantage and the challenges and opportunities along the way: • What industry drivers support a CDO function? How should the CDO be identified and appointed? • How is the CDO function aligned across the leadership team? Does it include analytics responsibilities? • What roles and execution strategies does the CDO need to adopt? • Where are the biggest shifts required for the CDO function to be successful?	**E51-151**
5:30 – 6:00pm	**SESSION 7 – End of Day 1 recap**	
Session 7 5:30–6:00pm	**Title:** End of Day 1 Recap and set up for Day 2 **Speakers:** Dr Peter Aiken, Data Blue Print. **Abstract:** Dr Peter Aiken will be giving an update on the general feel of how day 1 went and we will be talking about what we have in store for day 2.	**Wong Auditorium**
6:00 – 8:00pm	**END OF DAY 1 – RECEPTION**	**Ting Foyer & Ground floor**
8:05 – onwards	**BIRDS OF A FEATHER MEETING SELF-ORGANIZED**	

	Day 2 - Thursday, July 19, 2018 THEME - BEST PRACTICES ON DATA GOVERNANCE & QUALITY	
8:00 – 8:50am	**REGISTRATION & CONTINENTAL BREAKFAST**	**E51 - First Floor**
8: 50– 11:15am	**SESSION 8**	
Session 8A **8:50 - 9:00am**	Welcome Back	**Wong Auditorium**
Session 8B **9:00 – 10:00am**	**Keynote: Town hall meeting** **Title:** Innovating with Data: Exploiting Enterprise Value while Managing Cybersecurity Threat **Speakers**: John Roese (Dell EMC), Erin Kenneally (Department of Homeland Security). Moderator: Professor Lynda Applegate, Harvard Business School. **Abstract**: Industry and government present big data as an analytically powerful set of techniques but the social and economic value created by big data must be balanced by cybersecurity risk. During this session, HBS Professor Lynda Applegate will moderate a discussion with Dell EMC's CTO, John Roese, and the Department of Homeland Security's Erin Kenneally, as they explore the opportunities and risks of exploiting the value of big data while also managing its risks.	**Wong Auditorium**
Session 8C **10:05 - 11:15am**	**Keynote: Gartner** **Title:** Infonomics: Monetizing, Managing and Measuring Data Assets & State of the Market for the CDO Update. **Speaker:** Doug Laney (Gartner) **Abstract:** Gartner is a titan in the data community. We are pleased to announce that Doug Laney a key analyst from Gartner along will be presenting on the state of the CDO Market. Doug Laney will also be doing a book signing of his latest booked called Infonomics: Monetizing, Managing and Measuring Data	**Wong Auditorium**
11:15 – 11:30am	**BREAK**	
11:30 – 12:30am	**SESSION 9**	

Session 9A 11:30 – 12:30pm	**2017 isCDO Award Winner Presentation, II** **Title:** Traditional Data to Big Data **Introduction by James Meng, Speaker:** Ms. Barbara Latulippe, Executive VP, Enterprise Data Management CoreLogic **Abstract:** A "Lean Value Based" big data governance model was implemented to accelerate business value enabling information sharing, transparency and innovation across business workflows. The process of building the governance model on top of a very heterogeneous, structured and unstructured large data lake will be described. Implementation of this data governance resulted in shift from an information technology developer to adopting a self-service "information marketplace" that increased customer satisfaction, and moved Dell from local data control to enablement and democratization of data. These initiatives helped Dell's cultural transformation from a dell business intelligence mind set to a big data mind set solving business problems.	**Wong Auditorium**
Session 9B 11:30 – 12:30pm	**Title:** Data Acuity - Moving Beyond Big Data: Enabling Impactful Operational Decisions with Quality Data and Analytics to Save Lives and Resources**.** **Speakers:** Ahmed Abukhater, PhD, Senior Product Management Leadership, Chief Innovation Office, Boeing **Abstract:** Data Acuity - Moving Beyond Big Data: Enabling Impactful Operational Decisions with Quality Data and Analytics to Save Lives and Resources.	**E51-145**
Session 9C 11:30 – 12:30pm	**Title:** Moon Landing: A CDO's Journey to Transform an Organization **Speakers:** Yang Lee, Northeastern University Chuck Smith, GSK Elizabeth Pierce, University of Arkansas at Little Rock Rich Wang, MIT and University of Arkansas at Little Rock **Abstract:** We will <u>first</u> present a pharmaceutical company's case ("Moon Landing") based on the work at GSK, discussing how the GSK team was able to perform with the flexibility and agility of a small company while having the infrastructure and vision of a large company. <u>Second</u>, we will report a new study ("Maximizing the Value of the CDO") on getting maxim values from the CDO office and reflect on key ideas that all CDOs may be able to abstract from their own journeys based on our observations at CDO offices in various industries.	**E51-149**

Session 9D 11:30 – 12:30pm	**Premium Sponsor 4 - Global Ids** **Tile :** How to reach data nirvana **Speakers:** Bill Winkler: Chief Technology Officer at Global IDs **Abstract:** Unique perspectives building upon our experience of nearly two decades with major global corporations and smaller firms helping make their data better are presented. We take a look at what it might mean to mature as a data organization. Continuous improvement is a universal goal that leads to transformative positive impact. Most firms can be viewed as being at some stage of data maturity. It helps to think of a firm's data journey by contextualizing it within a model of data maturity. Models minimize mayhem. From the vantage point of a firm's data universe, improving data maturity is continuous improvement. Governments, consortia and industry alike have attempted to leverage models to assess and ultimately improve data maturity. Explore how making data better is the theory of everything (data) and the road to data maturity.	**E51-151**
12:30 pm – *2:00pm*	*EXHIBITS, LUNCH @NOON, NETWORKING*	*First Floor* *&Ting Foyer*
2:00 – 3:00pm	**SESSION 10**	
Session 10A 2:00 – 3:00pm	**Title:** Data Unification: The Current Status and the Way Forward **Speakers:** Dr Michael Stonebraker, TAMR **Abstract:** In this talk Dr Stonebraker will explore the current status of scalable data unification in large enterprises. Through three use cases, he will discuss the practical applications of machine learning for automating portions of data unification projects, the data cleaning issues that arise and solutions that scale, how to combat antibodies to data unification projects, and how to make use of scarce human resources. Dr. Stonebraker will then conclude with a collection of topics for future investigation.	**Wong** **Auditorium**

| Session 10B
2:00 – 3:00pm | **Title:** Privacy Is A Roadblock: Tear It Down!
Speakers: Luk Arbuckle, Chief Methodologist, Privacy Analytics
Andrew Lambert, Vice President, Sales, Privacy Analytics

Abstract: CDOs know their organizations need to prove they can manage the risk of using their data, not only for monetization, but for the public good. Privacy is seen as a roadblock. This perception is getting in the way of your business. To tear down the privacy roadblock, maintain your competitive edge and unlock the full value of your data trove, you need unencumbered access.

De-identification speaks directly to these problems, delivering win-win solutions that reduce regulatory risk while increasing security, harmonizing data assets, and driving innovation. Having developed its technologies in rigorous academic and healthcare environments, Privacy Analytics' commercial solutions and services respond to the diverse demands of clients worldwide.

As future-facing companies use data to reshape the business landscape, the task of de-identification while maintaining the public's trust, gets tougher. Personal information is the core asset. Protecting it while leveraging it, is the core issue.

What you will learn in this presentation:

• How and why leading companies drive business outcomes in key contexts through intelligent privacy design, and how these innovations promote excellence
• Case studies: how risk-based expert determination methodology has helped enable organizations unlock the full value of their data trove, while assuring the highest level of security through data anonymization
• What is your Privacy Quotient? This engaging quiz will challenge you to answer critical questions about your organization's privacy maturity. Where are you on the curve? Where do you need to be? How do you want to get there? What are your hopes and fears? | **E51-145** |

Session 10C 2:00 – 3:00pm	**Title:** Management of Change for Data Transformation **Speakers:** Barbara Latulippe (CoreLogic), Steve Orrin (Intel) Kevin Fleet (Informatica) Shelly Brown (BAH) Moderator: Jim Short (SDSC) **Abstract:** Based on multiple industry surveys, the reality of many big data analytics initiatives in companies is there are troubling gaps between BI expectations and the practical challenges in managing and delivering on successful BI projects. Companies surveyed state there are major organizational roadblocks to effectively using BI tools to deliver the right data and right analysis to the right decision-maker, at the right place and right time. Data analytics and transformation initiatives can fail for many reasons, including the root causes of why many middle managers resist transformation projects, among them: (1) data sharing and use of analytics uncovers deficiencies; (2) automation implies eliminations; and (3) analytics-driven innovation disrupts organizational power relationships, often favoring technically saavy, fast movers. To be successful, data change agendas need to include specific steps designed to overcome senior management's distrust of benefits and employees' fear of uncertainties. The emergence of multiple new, C-level data officers in companies, all with a stake in successful data transformation initiatives, is discussed: The Chief Data Officer (CDO), the Chief Analytics Officer (CAO), the Chief Innovation and Chief Knowledge Officer roles are addressed with respect to their influence and roles in leading data transformation projects in their companies. Panelists will cover multiple real-life cases where change agents successfully navigated their initiatives through uncharted waters, including lack of data governance responsibilities, cultural resistance, and stakeholder challenges, including the successful use of several off-the-shelf process-aids.	**E51-149**
Session 10D 2:00 – 3:00pm	**Premium Sponsor 6 – AtScale** **Title:** The Do's and Don'ts of BI-on-the-Data-Lake **Speakers:** Chuck Smith, VP Data Strategy, GSK Chris Crotts, Group Manager, Toyota Matt Baird, CTO, AtScale **Abstract:** Join Chuck Smith (VP Data Strategy, GlaxoSmithKline) and Chris Crotts (Group Manager, Toyota) and Matt Baird (CTO, AtScale) in this interactive session as they reveal the recipe for success for BI-on-The-Data-Lake. You'll hear how GSK managed to capture 100% of their unstructured data across 250 use-cases by building a modern "Big Data Ecosystem" and hear how Toyota brought 32 business units together under one Big Data initiative. Bring your questions and your passion to this engaging session	**E51-151**
3:00 – 3:15pm	**BREAK AND NETWORKING**	**Ting Foyer**

3:15 – 4:15pm	SESSION 11	
Session 11A 3:15 – 4:15pm	**Title:** Technical Foundations of Government Data Sharing **Speakers:** Kris Rowley (moderator), Chief Data Officer, General Services Administration Dan Morgan, Chief Data Officer, Department of Transportation Kevin Nally, Chief Information Officer, United States Secret Service Colonel Nevin "Mustang" Taylor, US Air Force **Abstract:** Sharing data within and among federal agencies is no simple task. In addition to the organizational boundaries that challenge data access and dissemination, there are technical legacies that affect what can be accomplished in the present. Learn how federal government entities are tackling these obstacles and opening data sources to authorized users.	**Wong Auditorium**
Session 11B 3:15 – 4:15pm	**Title:** To Infinity and Beyond – Expanding your Data Governance Influence **Speakers:** Jim Tyo, VP, Chief Data Officer, Nationwide Insurance **Abstract:** As business needs and technology continues to change and evolve, it is critical the data is managed with a specific focus on governance. Ensuring data governance and quality by focusing on critical data elements drives better speed to market and supports data as a competitive advantage. A culture of data governance and quality cannot be achieved without having the right foundation of enterprise functions and roles (i.e., people), lines of defense and oversight (i.e., processes), and capabilities and tools (i.e., technology).	**E51-145**

Session 11C 3:15 – 4:15pm	**Title:** Data Quality: The missing piece from your data-driven business **Speakers:** Jessica Allen, Director of Product Marketing, Experian **Abstract:** Quality, actionable data is the lifeblood of today's insight-driven organizations. Business leaders today are looking to their information assets to help them understand their markets better, to communicate with customers more effectively, and to minimize risk. With the growing demand for data-driven business, organizations are beginning to identify the cracks in their data strategies, however. One such area of focus has to do with the quality of their data. To succeed in the modern era, organizations need to operationalize their data quality. With a better foundation of data, organizational leaders can trust that they are making more informed decisions. In this session, you will learn about: • The growing demand for data-driven business • The importance of data quality for business objectives • The demand for operational data quality • The necessity for a single customer view • The need to migrate data to modern systems	**E51-149**
4:15 – 4:30pm	**BREAK**	
	SESSION 12	**Ting Foyer**
Session 12A 4:30 – 5:30pm	**Title:** The Emerging Role of Data in State Government: State CDOs Round Panel - Issues and Directions of State CDOs **Speakers:** Tyler Kleykamp, Chief Data Officer, State of Connecticut - Session Chair Andrew Laing, Chief Data Officer, Agency of Digital Services, State of Vermont Jon Gottsegen, Chief Data Officer, State of Colorado Burt Walsh, Chief Data Officer, State of Florida Jeremy McQueen, Chief Data Officer, State of Alabama **Abstract:** State governments collect large amounts of data in order to manage a variety of public programs and have broad authority and responsibility for education, criminal justice, health and social services, transportation, and the environment. Beginning with Colorado in 2011, states have incrementally been establishing Chief Data Officer positions in order to leverage data as a strategic asset to address pressing policy issues, improve efficiency, enhance service delivery, and ultimately improve people's quality of life. The panel will discuss some of the broad trends across state government in the use of data and provide some specific initiatives in their states. The CDO's will address some of the challenges state governments face in using data, how state CDO roles vary from the private sector, and how they measure success beyond simple financial return on investment.	**Wong Auditorium**

| Session 12B
4:30 – 5:30pm | **Title:** Global Data Harmonization: Organized data chaos
Speakers: Elena Alikhachkina, PhD , Johnson and Johnson.

Abstract: Commercial data is inherently siloed with many companies – from small to Global enterprises. For example, marketing and sales departments aren't necessarily using the same technology or even terminology to run their data duties. On top of this, marketing partners with many external parties – from media agency, to CRM providers, to design and content agencies. At global scale, it's very common that not everyone uses the same terminology in their data systems to describe regions, key accounts, customers, products, and marketing campaigns. Do you think it's impossible to truly harmonize the data across multiple regions, given the variations in brand names, packages, products sizes and different go-to market commercial approaches? While meeting the challenges of global data differences is daunting, it can be accomplished with a systemic approach, a plan that delivers action-oriented data applications, and ML technology.

The presentation will share how the Johnson & Johnson Consumer approaches the global data harmonization – from the data strategy, to the technology / tools, and to the establishing the data governance processes. | **E51-145** |

Session 12C 4:30 – 5:30pm	**Title:** A cloud-based modern data platform at scale to support Clinical trials – a data quality, master data management and data governance driven approach to platform building **Speakers:** Prakriteswar Santikary, PhD, Vice President & Chief Data Officer, ERT **Abstract:** Clinical trials are fraught with missteps and inaccurate data that often create costly delays in bringing life-saving drugs and diagnoses to the market. Often times, poor data quality causes clinical trials to fail as it compromises clinical decisions in regulatory submission. Today's complex clinical studies also generate vast amounts of data of different types (structured, unstructured, binary and streaming) from disparate sources and endpoints (data systems, sensors, social media, devices, handheld, and wearables) at different velocities and veracities. Clinical studies are also distributed. Study sites, for example, are globally-dispersed, as are patients participating in those studies at those sites. Data collection, data transmission, data ingestion and data integration from such disparate systems pose a significant challenge. Other challenges include patient recruitment, centralized monitoring, continuous risk analysis and patient compliance. In order to minimize risk and increase efficiency within a clinical trial, access to high quality and integrated clinical and operational study data in one place for real time insights is key, enabling rapid time-to-market of life-saving drugs by minimizing risk, uncertainties and cost overrun. This presentation will focus on the architecture of a modern, cloud-based, secure, and scalable clinical data integration, reporting and analytics platform that orchestrates the ingestion of clinical and operational study data of <u>any</u> type (structured, unstructured, binary, lab values, etc.) in real time from <u>any</u> data source (internal or external, batch or real time or streaming). This platform-centric approach to clinical data integration and reporting is built on modern technology stack using Serverless computing, modern data pipeline techniques, Lambda architecture, Microservices and sophisticated data visualization, enabling clinicians, research analysts and site investigators to access real time actionable information about clinical trials across sites, studies, protocols and patients. The presentation will also cover the key role that master data management, data security, data privacy and data governance play when it comes to maintaining the quality, integrity, security and fidelity of our enterprise data lake.	**E51-151**
5:30 – 6:00pm	**SESSION 13 – End of Day 2 recap**	

Session 13 5:35–6:00pm	**End of Day 2 Recap and set up for Day 3** **Title:** End of Day 2 Recap and set up for Day 3 **Speakers:** Dr Peter Aiken, Data Blue Print. Dr. John Talburt **Abstract:** Peter will be giving an update on the general feel of how day 2 went and we will be taking about the upcoming day 3	**Wong Auditorium**
	END OF DAY 2 – RAFFLE FOR ATTENDEES	

Day 3 - Friday, July 20, 2018 THEME – LEADING EDGE TECHNOLOGY		
8:00 – 8:50am	**CONTINENTAL BREAKFAST**	**Ting Foyer**
8:50– 10:00am	**SESSION 14**	
Session 14A **8:50 - 9:00am**	Welcome Back	**Wong Auditorium**
Session 14B **9:00 - 10:00am**	<u>**Keynote**</u> **Title:** Artificial Intelligence: The Rise of Software 2.0 **Speaker:** Ron Bodkin, Technical Director, Applied AI, GOOGLE Inc **Abstract:** Learn about how 'deep learning' is a fundamental shift in the way software is written, the tasks it can perform and how it is deployed for business value. In this talk, Ron Bodkin will show how 'Software 2.0' foundation powers many of Google's key decisions, a large digital business growing at double-digit rates. This stack is the secret sauce for improving digital marketing, customer care, manufacturing operations, medical diagnosis and more. Hear about the industry disruption from new business processes powered by software 2.0, ranging from marketing and advertising, customer care, operations and disruption to existing approaches to build capability and respond to the opportunity and threat of AI.	**Wong Auditorium**
10:00 – 10:30am	**COFFEE BREAK & NETWORKING**	
10:30–11:30am	**SESSION 15**	**Ting Foyer**

Session 15A 10:30 – 11:30am	**2017 isCDO Award Winner Presentation, III** **Title:** Transformation of Value Impact from Data Service to Business Strategy **Introduction by James Meng, Speaker:** Asim Tewary, Verizon CDO Head Data Science & Advanced Analytics, Verizon **Abstract**: Approaches achieving successes in governance, standardization, collaboration and sharing of best practices leading to agile collaboration throughout Verizon will be described. I will present the Verizon "Care And Retail Retention" platform for real-time churn detection and re-scoring framework to provide an immediate view of customers' behaviors reducing customers' churn risk. I will also present Customer-centric Popensity models which enabled Verizon's marketing to achieve data monetization goals. Collectively these data transformation initiatives made it possible for Verizon to achieve the highest customer retention rate with the lowest churn rates in us mobile industry.	**Wong Auditorium**
Session 15B 10:30 – 11:30am	**Title:** Machine Learning RosettaStone – A Premier for CDOs who intend to enable its use **Speaker:** Ra'ad Siraj, Director, Data Management at MITIMCo (MIT Investment Management Company) **Abstract:** Machine Learning is currently the state of the art in predictive technology and has substantially reduced the cost of prediction allowing many problems across all industries to be reframed as prediction problems. What is it? Are there different types of Machine Learning? Is it the same as AI or Data Science? Is it another way of coding or something new? What is the learning in Machine Learning? What does data have to do with Machine Learning? How can CDOs enable use of this technology? What are the implications to data management, architecture, and technical debt? Is Big Data useful for Machine Learning? What about Small Data? How does DataOps fit in? Are there limits? What are some key measurements that are used? What are the ethical issues that are highlighted by using this technology? While answering the questions above, we will demystify the unique terminology surrounding Machine Learning and map it to traditional Data Management terminology – hence the Rosetta Stone metaphor.	**E51-145**

Session 15C 10:30 – 11:30am	**Title:** Getting Beyond the Hype of AI and Big Data **Speakers:** David Tester, Ph.D, Head of Data Science and Engineering, Chief Data Office, Sanofi **Abstract:** As companies strive to adopt data driven changes they are launching more pilot projects with artificial intelligence and big data. This session will discuss how to insert reality checks into the dialog and how to move your data fascinated organization beyond pilots and into data-driven industrialization.	**E51-149**
Session 15D 10:30 – 11:30am	**Title:** GDPR, Data Privacy and Cybersecurity – it is all about Data Protection **Speakers:** Stephanie Gruber, SAP America **Abstract:** With threat actors attacking at the application level and privacy laws continue to increase. Data protection is a top priority for companies focused on protecting confidential information, data and intellectual property. Learn how the General Data Protection Regulation (GDPR) impacts company's business processes, policies and data protection practices and how SAP is taking a comprehensive approach to helping customers achieve compliance. In this session you will hear: • Cloud provider challenges o Data protection, who is responsible, is it all about security o Regulations – customer vs providers responsibility o Security responsibility – customer vs. provider • Software provider Challenges o Providing embedded features for customers to meet privacy regulations, secure their applications and protect their data o Secure development lifecycle and how security fits o Continuous innovations and partnerships • As business o Protecting the company itself o DPO considerations, security approach o Identifying and monitoring for security risk o Protecting our data	**E51-151**
11:35–12:00pm	**SESSION 16 – Town Hall Meeting and Conclusion**	

Session 16 11:35–12:00pm	**Town Hall Meeting and Concluding Remarks** **Arka Mukherjee**, Chief Executive Officer, Global IDs **Mark Johnson**, Strategic Data Management and Analytics Executive Leader, Fusion Alliance **MITCDOIQ Symposium Team:** **This is the concluding session where, we will have a Townhall meeting with the attendees for feedback and start the planning for 2019**	**Wong Auditorium**
	End of Symposium	