

# DATA & ANALYTICS SUMMIT VIC

DRIVING INTELLIGENT  
DECISION-MAKING WITH AGILE  
DATA STRATEGIES

2ND NOVEMBER, 2023  
MARVEL STADIUM - VICTORY  
ROOM, MELBOURNE



## SPEAKERS



TOLGAHAN CAKALOGLU

Director of Artificial  
Intelligence



SANJEEVAN BALA

Group Chief Data & AI Officer



ST JOHN OF GOD  
Health Care

EMILY RYDER MARTINS

Chief Data & Analytics Officer



ANTHONY PERERA

Chief Data & Analytics Officer



VIBHU TANDON

Global Head - Data Analytics &  
Insights



SVETA FREIDMAN

Global General Manager, Data  
& Analytics

## KEY TOPICS

- The intersection of advanced data and fundamental business strategy
- Optimising output with lean data engineering and resource-efficient workflows
- Exploring the impact of AI and ML on Advanced Analytics
- Transitioning to a proactive data utilisation approach

## WHO WILL ATTEND?

- Chief Data & Analytics Officers
- Heads of Data & Analytics
- Heads of Data Science
- Heads of Data Governance
- Heads of Data Architecture
- Heads of Insights & Business Intelligence

#FOREFRONTEVENTS

# SUMMIT AGENDA

THURSDAY 2ND NOVEMBER, 2023

## 8:30 REGISTRATION, COFFEE & NETWORKING

## 9:00 WELCOME REMARKS FROM CHAIRPERSON



### 9:10 ATTENDEE SPOTLIGHT

The key priorities that data and analytics leaders are focusing on as we head into 2024

## 9:40 PANEL DISCUSSION - THE INTERSECTION OF ADVANCED DATA & FUNDAMENTAL BUSINESS STRATEGY

- Explores the critical design principles and best practices that drive the creation of agile data strategies
- How organisations can effectively harness these principles to navigate complexity and maximise the value of data as a strategic asset



**Sanjeevan Bala**, Group Chief Data & AI Officer, ITV UK  
**Anthony Perera**, Chief Data & Analytics Officer, La Trobe University

**Sveta Freidman**, Global GM, Data & Analytics, Xero  
**Vibhu Tandon**, Global Head - Data, Analytics & Insights, Aesop  
**Moderator: Reena Chadha**, Strategic Sales Executive, ANZ, Tealium

## 10:20 CASE STUDY: AI & DATA RED FLAGS

- Are you seeing too many "red flags" in your organisation's use and management of data?
- Explore the different types of data red flags and how to resolve them

**Brad Kasell**, Principal Technology Strategist (APAC), Domo

## 10:50 MORNING TEA & NETWORKING

## 11:20 PANEL DISCUSSION: DATA QUALITY MATTERS : CRAFTING A ROBUST DATA MANAGEMENT PLAN

- The best methods for optimising data pipelines and leveraging efficient processing techniques to unlock the true potential of data

**Xi Liang**, Head of Data & AI Product, Judo Bank  
**Michael Flisowski**, Head of Data Engineering & BI, Munro Footwear Group

**Eugene Dozortsev**, Head of Enterprise Data, BI, & Analytics, The Lottery Corporation

**Vishal Sanghvi**, Group Manager - Data Engineering, Asahi  
**Moderator: Raj Bejinavemula**, Capability Lead - Data Quality Management, Monash University

## 12:00 CASE STUDY: THE DEMOCRATISATION OF ANALYTICS - SCALE THE IMPACT OF ANALYTICS ACROSS THE ORGANISATION

- Democratising analytics to close the people-technology divide and enable teams to make data-driven decisions to solve business problems

**Heidi Badgery**, Managing Director ANZ, Alteryx

## 12:30 LUNCH & NETWORKING

## 1:10 INTERACTIVE WORKSHOPS

- AI and machine learning transforming data quality
- AI and data red flags
- Critical success factors for data analytics and ROI
- How to build an AI-driven enterprise with knowledge graphs

## 1:50 PANEL DISCUSSION: EXPLORING THE IMPACT OF AI & ML IN ADVANCED ANALYTICS

- AI vs traditional modelling - the pros and cons
- Overcoming obstacles to enable predictive analytics for proactive decision-making

**Emily Ryder Martins**, Chief Data & Analytics Officer, St John of God Health Care

**Borhan Kazimipour**, Director of Data Science, ATO

**Michael Brand**, Head & Founder, Otzma Analytics

**Moderator: Giovanni Butera**, Chief Executive Officer, Nixora Group

## 2:30 CASE STUDY: CREATING BUSINESS VALUE WITH AUTOMATED PREDICTIVE ANALYTICS

- Exploring the enormous opportunity of machine learning and predictive analytics with practical steps on building strategy for a predictive analytics driven organisation

**Gonzalo Ovalles**, Customer Success Manager, Minitab Pty Ltd

## 3:00 AFTERNOON TEA & NETWORKING

## 3:20 THE GREAT GENERATIVE AI DEBATE : UNLOCKING INNOVATION OR EXPOSING RISKS?

## 3:40 CLOSING INTERNATIONAL KEYNOTE: SUPERCHARGING LLM / GENAI WITH RETRIEVAL-AUGMENTED GENERATION (RAG)

- How can organisations harness the potential of LLMs?
- Utilising GenAI to communicate with data systems

**Tolgahan Cakaloglu**, Director of Artificial Intelligence, Walmart

## 4:10 CLOSING REMARKS FOLLOWED BY NETWORKING DRINKS