DAMA Days Canada

Schedule and Speaker Information

October 17, 2022

Schedule:

The following shows the core presentations available to all virtual attendees. Some in-Person venues will be running in-person schedules including streaming other chapters' presentations over multiple tracks. For those schedules and venue information, please go to the appropriate DAMA Chapter's website.

Talk Host Cities	Calgary	Edmonton	Ottawa	Toronto	Vancouver

Thursday Oct 20

	time			
session 1	6:00 PT 7:00 MT 8:00 CT 9:00 ET	Stijn "Stan" Christiaens Collibra Sponsor session: The Data Mesh: A new Hope in the Modern Data Stack		
session 2	7:00 PT 8:00 MT 9:00 CT 10:00 ET	Mario Cantin Lean AI Governance		
session 3	8:00 PT 9:00 MT 10:00 CT 11:00 ET	Kimberly Nevala Decision Intelligence - Putting Insight Into Action	Trudy Curtis Data's Troubling Affair with Technology	
session 4	9:00 PT 10:00 MT 11:00 CT 12:00 ET	Dr. Osmar Zaiane Using ML/AI to Construct ChatBots for Mood Disorders in Health Care Workers and Canadians	Karen Lopez Data Happens: How to get Through Your Day	Dr. Steve Liang Empowering the Connected Workers of the Future with AI and IoT
break	9:50 PT 10:50 MT 11:50 CT 12:50 ET	networking		
session 5	10:15 PT 11:15 MT 12:15 CT 1:15 ET	Ahmad Al-Qinneh Collibra Data Quality and Observability Demo	Dr. Bradley Jensen The Changing Role of the Data Scientist and how the AI/ML Maturity Model aids that work	John O'Gorman Language-First Knowledge Graphs: Re-Thinking Patterns of Enterprise Data

break	11:15 PT 12:15 MT 1:15 CT 2:15 ET	break and networking		
session 6	1200 PT 1:00 MT 2:00 CT 3:00 ET	Charles Buchanan Digital Capability – A Model for Empowerment and Inclusion	Daniel Haight Edible AI – Delivering results that are Actually Consumed	Frank Kadwell Ethics in AI & ML
session 7	1:00 PT 2:00 MT 3:00 CT 4:00 ET	Ellen Brown (DAMA Ottawa) - CDO Round Table, The Data Driven Future	Blair Kjenner & Kewal Dhariwal Learn About a New Paradigm in Enterprise System Development	
break	1:50 PT 2:50 MT 3:50 CT 4:50 ET	networking		
session 8	2:15 PT 3:15 MT 4:15 CT 5:15 ET	Dylan Miles Building a Mining Domain in an Enterprise Data Lakehouse	Keaton Seaby, Katie Hayes Connecting Community Through Digital Transformation	
session 9	3:15 PT 4:15 MT 5:15 CT 6:15 ET	Bruce Matichuk Building and Improving AI and Health Wearables		

Talk Host City Calgary | Edmonton | Ottawa | Toronto | Vancouver

Friday Oct 21

session 1	6:00 PT 7:00 MT 8:00 CT 9:00 ET	Melanie Mecca Head in the Clouds, Feet on the Ground – Creating a Data Quality Strategy		

session 2	7:00 PT 8:00 MT 9:00 CT 10:00 ET	Howard Diesel Building a Data Career Strategy	Douglas Laney Advanced Infonomics: Understanding and Applying the Economics of Information	
keynote	8:00 PT 9:00 MT 10:00 CT 11:00 ET	Dr. Peter Aiken How Data Literacy Supports Successful Data Governance Programs		
session 3	9:00 PT 10:00 MT 11:00 CT 12:00 ET	Roman Eisner Text Depot	Lewis Eisen "I Love My Org's Data Policies", Said No One	Alec Sharp The Surprising Resurgence of Concept Modelling – You Can't Manage What You Haven't Modelled
break	9:50 PT 10:50 MT 11:50 CT 12:50 ET	networking		
session 4	10:15 PT 11:15 MT 12:15 CT 1:15 ET	Adnaan Sikander Operationalizing Data Ethics within Collibra	Alvin Francis Trustworthy AI	Simon Pane Considering the Cloud, Key Things to Know in Advance
break	11:15 PT 12:15 MT 1:15 CT 2:15 ET	mid-session break and networking		
session 5	1200 PT 1:00 MT 2:00 CT 3:00 ET	Bill Inmon Draining the Data Lake Swamp	Jeff Johnson Better Business Decisions Built on Trusted Metadata	Bruce McCartney Leveraging Data for Better Answers, Capturing Knowledge, and Decision Making
session 6	1:00 PT 2:00 MT 3:00 CT 4:00 ET	John Bottega - Pres, EDM Council DM Frameworks - What Does the Well-Dressed DM Program Look Like?	Deputy Chief Gerald Grobmeier & Stephane Contre Data & Analytics - A Crime Reduction Strategy	Dr. Prashanth Southekal Transitioning from Data to Decisions for Analytics Success
break	1:50 PT 2:50 MT 3:50 CT 4:50 ET	networking		

session 7	2:15 PT 3:15 MT 4:15 CT 5:15 ET	Andrew Andrews - Adelaide, Australia The Human Factor of Data Governance	Clayton Clemens Public Safety Analytics Program	

Speakers:

Dr. Peter Aiken, professor Virginia Commonwealth University, President DAMA International

Bio: Peter is an accomplished author, globally sought out presenter, consultant, and teacher. His 50+ consultancies go from small non-profits up to the USA White House where he was invited to consult on the USA Data Strategy.

Abstract: How Data Literacy Supports Successful Data Governance Programs

Many data literacy efforts focus on determining how to increase the capacity of data professionals. Greater leverage of organizational data assets can be gained by increasing the data literacy of all organizational knowledge workers because all work with data and this supports how effective Data Governance becomes in an organization.

Peter provides an understanding of what data governance functions are required and how they fit with other data management disciplines. Understanding these aspects is a necessary pre-requisite to eliminate the ambiguity that often surrounds initial discussions and implement effective data governance/stewardship programs that manage data in support of organizational strategy.

Andrew Andrews

Bio: A senior business and technology leader, who has launched successful new businesses, and led large-scale digital transformations to maximise the value of data. Respected as a global Data Governance and Data Management authority, Andrew advises senior IT, business and data leaders on establishing best practice data management strategies.

Highly experienced professional, author and facilitator, Andrew has a long record of achievement in data governance, data analysis, data quality, master data management and business intelligence within the banking, health, education, natural resources, NFP, and government sectors.

Acknowledged by Board and C-Suite executives as an agile, collaborative and high performing Executive who is accomplished in managing ambiguity and identifying and seizing future revenue opportunities. Andrew helps organisations to align business and data strategy, drive organisational change and apply data technology to problem solving.

Skilled at influencing and engaging senior stakeholders to gain contribution and support for high-profile data agendas, policies and platforms, providing leadership, guidance and insight to program, product and technology teams.

A collaborative and passionate people-focused leader who builds and leads high performing teams and embeds mission-critical data risk management solutions through cultural and organisation engagement and change.

Andrew has delivered numerous presentations internationally, including as facilitator and panel leader for MIT and DAMA Australia global events. He is the National Vice President, DAMA Australia and an Advisor, International Leader's Data Organisation. Andrew is also a regular podcast presenter and former mentor for University of Adelaide MBA academic program and ThincLab Innovation Accelerator. Recently Andrew has been appointed to the Global DAMA International Board as VP Marketing.

https://www.linkedin.com/in/andrewandrews/

Abstract: The Human Factors of Data Governance

As a self-employed Data Management consultant for over 25 years, my senses for Empathy and the value of human relationships was my super power. It was the difference between winning new clients and growing my engagements versus being just another consultant in the pack. I had a successful career as a consultant over multiple decades, however, I felt that something was missing in my practice. As a consultant we mostly develop strategies and provide advice, however delivery would be mostly handed off to the client to execute. At the end of the day, results were variable depending on the capabilities of the client to execute the advice. I wanted my work to matter more and make a tangible difference for the client and the communities they served. I decided to switch from Data Management consulting to being a "hands on" Data Governance Executive.

Four years ago, I joined an Australian Government Agency in a founding Data Governance Management role. I had an 18-month contract. I worked hard to design and execute the Data Governance roadmap from the ground floor. At the end of my contract, I found myself out of work, depressed and lacking confidence. I went through a period of self-reflection as to what I could have done better and looked forward to re-inventing myself for the next phase of my career. Fast forward to today, I'm in the role of my career as a Data Governance Manager in the Group Risk division of a tier 1 Australian Bank operating in over 30 countries. I have the creative freedom to plan and execute the Data Governance uplift roadmap. In my current role it is a matter of having the right skills and experience, at the right time working with a group of highly talented individuals to help make a difference. I want this session to be interactive and conversational with the participants. The things that I would like to cover off in my session:

1. The importance of a people first approach to Data Governance. The work we do ultimately benefits individuals and the organisational community. If we are unable to effectively engage with people, we will not achieve the results we have promised to the organisation. I cannot emphasize this enough. What concerns me is that the data practitioner community does not talk enough about the human factors and the criticality to being successful. We need to talk more. As a global data community, we need to normalise this.

2. Data Governance practitioners are change agents first. We are cultural and behavioural influencers. This should be the first thing we should consider before write and execute our first data governance policy. We need to upskill data practitioners on how to be empathetic and

learn the ways on how to be influential. This is a rare skill in my opinion, and we need to more to normalise this.

3. Mental Health of Data Practitioners matters. I went through a phase of depression two years ago after my first data governance leadership role. With the help of my family and friends, and a new role with a great organisation, I worked my way out of this. I re-invented myself. I consider myself very fortunate. I want to normalise conversations that mental health for data practitioners matters. I would like to share my experiences and hopefully this will resonate with the audience. It is only through sharing our feelings both positive and negative do we grow as human beings and ultimately become better data practitioners.

Ahmad Al-Qinneh

Bio: Ahmad is a certified Collibra pre-sales engineer and seasoned data professional, specializing in data transformation, data quality and data governance. With over 8 years of management consulting experience, he has successfully led the development of data governance strategy & implementation and metadata management programs. Additionally, he has had extensive experience in implementing modern data warehouse solutions on various tools, technologies & platforms. Ahmad has participated in all facets of data management including master data management, data migration, data governance, data quality and metadata analysis.

Abstract: Only 3% of all corporate data meets basic quality standards. Better quality data means better decision making. With self-service, predictive data quality and observability solutions, you can continuously deliver trusted data. You can proactively surface data issues in real-time and make reliable data readily available to drive intelligent decisions.

Collibra experts are leading an interactive, live demo to show you how to:

- Get started with Collibra Data Quality & Observability
- Create data quality rules using AI/ML
- Identify quality issues that traditional rule engines would miss

Collibra's unconventional, ML 1st Data Quality & Observability technology was the brainchild of a Data Scientist to solve the problems that were plaguing his Data Models.

In this demonstration, you will see how Data Quality rules can write themselves, can be written and applied by any business user (point and click) as well as the "magic" (aka Data Science) that powers it.

For those interested to know more about Collibra Data Quality, here is a Product Overview video:

https://www.youtube.com/watch?v=gsUM8lX8DHA

John Bottega, President EDM Council

Bio:

John Bottega is a senior data management strategist and executive with over 40 years of experience in the finance industry. Over his career, John has held various roles in supporting an organization's data strategy and data implementation objectives. In 2006, John became one of the first Chief Data Officers in finance with his appointment as CDO at Citibank. He went on to hold the role of CDO in both the public and private sectors, serving as CDO for Bank of America, and holding the post of CDO for the Federal Reserve Bank of New York.

As the former Chief Data Officer at Bank of America, John was responsible for driving the enterprise data management strategy. This included championing the data management policy and standards, establishing and operationalizing data governance, working with technology to define the data platform, infrastructure and tool simplification, and supporting the bank's data scientist team in their efforts to drive improved information analytics.

As the Chief Data Officer for the Federal Reserve Bank of New York (FRBNY), John worked with domestic and foreign regulators on financial sector data management and data quality. While at FRBNY, John led the effort to define and establish the LEI (Legal Entity Identifier), a global information standard for unique entity identification, key to enabling and strengthening systemic risk analysis in support of global financial stability. John also served as a Senior Advisor to the Director of the Office of Financial Research (OFR), an agency established by the Dodd-Frank Act within the US Department of the Treasury, responsible for the analysis and monitoring of industry-wide systemic risk.

Today, John is the President of the EDM Council, a non-profit professional trade association, focused on elevating the practice of data management through best practices, data standards, research and education. The EDM Council supports over 250 organizations comprised of over 10,000 members, helping them successfully advance their data programs within their firms, while creating a global network for data management community collaboration.

John has been a frequent speaker for over 20 years at industry conferences and industry symposiums. He is a former member of the US Department of the Treasury, Financial Research Advisory Committee to the Office of Financial Research; a current member of the Data Coalition Financial Transparency Act Task Force; Data Coalition Open Data Standards Task Force; CPA-Canada Data Governance Committee; WatersTechnology Advisory Board member; member of the Advisory Board of NewVantage Partners, and member of the Board of Directors of ACTUS, a non-profit association focused on the improvement of systemic risk monitoring and financial market transparency.

Abstract:

In this presentation, John Bottega, President of the EDM Council and former Chief Data Officer for both the private and public sectors, will discuss the capabilities needed to develop, implement, and sustain a successful data management program. Referencing the EDM Council's two primary frameworks, DCAM (Data Management Capability Assessment Model) and the CDMC (Cloud Data Management Capability Framework), Mr. Bottega will walk the audience thru the structure of the frameworks, how they are used to assess and benchmark a firm's data 'readiness', how they are being used in all industries, to support the data management professionals in their journey to leverage the value of their firm's data assets. In a world where data driven is not a 'nice to have' anymore, successful data management is a mandatory discipline to survive and prosper in this ever-evolving digital economy.

Ellen Brown, moderator

Bio:

Abstract: CDO Round Table, The Data Driven Future

Charles Buchanan

Bio: Charles Buchanan is the Founder of Technology Helps. He spent nearly three decades in corporate technology leadership, management consulting and entrepreneurship with senior roles at Suncor Energy, Deloitte, Oracle, MNP, and Royal LePage.

Charles is a passionate contributor to the community – he does not see it as volunteering and has served on non-profit boards for the past 20 years, including being Board Chair at Centre for Newcomers. He currently serves as a founding board member of Calgary Black Chambers; a member of the GAIN Team at United Way of Calgary and Area; grant committee at Calgary Foundation; entrepreneur mentor at Venture Mentors Service of Alberta (VMSA); founder and advisory board member of UpRising Academy helping talented at-risk youth in Jamaica in STEM and sports.

He holds an MBA from the Smith School of Business at Queen's University and a B.Sc. (Hons) in electrical and computer engineering.

Abstract: Digital Capability – A Model for Empowerment and Inclusion

In this session I will provide and overview of digital inequity in community and technology poverty in the non-profit sector. With the stage set, will propose a model in which the private sector can 'up their game' and be part of the solution, providing digital capability to the community they value.

Mario Cantin

Bio: Mario Cantin is the founder and CEO of Prodago. For the last 30 years, Mario has been involved, with numerous organizations, in all facets of management of data. He actively collaborates with global thought leaders on sound data management and governance. Mr. Cantin holds a Masters in Business Administration (M.B.A.), a B.A. in Mechanical Engineering from École Polytechnique. He is a Certified Information Privacy Manager from IAPP. Prodago is a Canadian firm helping organizations to govern AI. It has developed a technology that helps AI projects to succeed by being effective, compliant, ethical and secured. With his team, Mario has led Prodago to receive twice the "Gartner Cool Vendor" award. Once in 2016 for "Information innovation and Governance" and last year, for "AI Governance.

Abstract: Lean AI Governance

The economic value of AI is expected to reach 17,5 trillions dollars by 2030. Yet, in 2020, 80% of all AI initiatives never went to production; the average ROI on AI is currently below 1,3%. In the presentation, we will review the main reasons for the failure of AI initiatives (hint: Technology is NOT one of the main reasons) and review a lean framework to proactively address AI related risks. Through a real use case, we will analyze the strategy and step-by-step actions that will help your organization to improve its AI Governance Readiness and Maturity.

Barbara Cohn

Bio: Barbara Cohn is a senior consultant/Chief Data Officer with Xentity Corporation, and former Chief Data Officer of New York State and Colorado Department of Transportation. An expert in public policy, data strategy, data governance, and Open Data, Barbara has held multiple leadership roles in state and local government, and has worked in an advisory role to multiple federal agencies. Barbara has been nationally recognized as one of Government Technology Magazine's Top 25 Doers, Dreamers, & Drivers and as one of CDO Magazine's Global Data Power Women. Barbara has an extensive background in developing strong and sustainable data foundations - advancing the utilization of data as a strategic asset with the objective of turning raw data into actionable knowledge. Operating at the intersection of business, data, policy, technology, and people, Barbara creates dynamic data environments which inspire innovation, maximize business insights, facilitate interoperability, and advance data governance, data quality, data standards, and data literacy.

Abstract: CDO Panel Discussion

Stijn "Stan" Christiaens

Bio: Stan leads Collibra's Data Office and is responsible for overall data strategy, data infrastructure and translating internal learnings into value for our customers and partners. He is also Collibra's product evangelist and drives future innovation. Previously, Stan launched various departments within Collibra including Product, Presales, Postsales, Partnerships, Marketplace, and Research and Education. Prior to cofounding Collibra, he was a senior researcher at the Vrije Universiteit Brussel, where he focused on application-oriented research in semantics. Stan holds a Master's of Science degree in Information Technology, a Master's degree in Artificial Intelligence from Katholieke Universiteit Leuven and a Postgraduate in Industrial Corporate Governance from Europese Hogeschool Brussel. He is a sought-after expert resource, industry speaker and author on the topic of Data Intelligence.

Abstract: The Data Mesh: A new hope in the Modern Data Stack

Today's hottest role in data is the data engineer: building data platforms in the cloud that power digital ways of doing business, operating data pipelines transforming raw data oil into value, practicing new ways of data observability, powering models, … There are more tools and technologies to process data than ever before. Simultaneously there are more personas (data scientists, analysts, privacy folks, …) involved in the data process. And let's not get started on regulations…. How can data teams best organize themselves to be successful in this modern data landscape?

In this talk we'll fly by the past decade in data, drawing inspiration and lessons for the current data wave. We'll explore the data mesh which continues to grow in popularity for taming the data east across teams and departments. We'll share our own data team's experiences, and give an outlook on what is up and coming in the exciting world of data.

Clayton Clemens, City of Edmonton Data Scientist

Bio: Clayton holds a Master's degree in Computing and Information Systems, and has a decade of experience working with municipal data. He specializes in data transformation and visualization with a sprinkle of AI/ML on top.

Abstract: Public Safety Analytics Program

The program brings together EPS, Fire, Corporate Security, Edmonton Transit, 24/7 Crisis Diversion and Community Standards data together -- providing a customized deployment app, intervention tracker and evaluation for each team based on consolidated data.

Collibra Customer in Vancouver

Bio:

Senior Member of the Data Management Team

Abstract:

A Fascinating Customer Data Governance Story

Stephane Contre, Lethbridge Police Service IT Manager

Bio: Stephane Contre likes using technology to solve hard problems. In his latest role as IT Manager for the Lethbridge Police Service, he leads the Service's IT Section. Prior to joining the Lethbridge Police Service, Stephane was an Army Officer with the Canadian Forces, a Police Officer with the Ottawa Police Service, a Security Advisor for a gas exploration project in Chad, Africa and most recently the City of Edmonton's Chief Analytics Officer. Stephane also served as the Deputy Commanding Officer of 6 Intelligence Company, a reserve military unit in Edmonton. He has an Engineering Degree from the Royal Military College of Canada.

Abstract: Data & Analytics – A Crime Reduction Strategy

The Lethbridge Police Service (LPS) is responsible for providing policing services to a community of over 100,000 residents. To do so effectively the LPS has reengineered its Crime Reduction Strategy into a four-pronged approach that refocuses resources and efforts towards frequent offenders, crime hot spots, problem locations and offender condition checks. The Strategy is guided and supported by a comprehensive portfolio of interactive analytical products as well as a novel Realtime Intelligence Feed that provides front-line officers with the intelligence they need, when and where they need it. These

analytical products were built using cost effective Open-Source technologies and licensed so they can be shared with partner agencies.

Trudy Curtis

Bio: Trudy Curtis is the Chief Executive Officer of the Professional Petroleum Data Management (PPDM) Association, the global Not-For-Profit society focused on building a global community of data professionals, developing best practices and standards for data, and on professional development and certification for data professionals. Based in Calgary, Canada, Curtis has over four decades of years of industry experience and is known around the world for her outspoken advocacy of data standards, data as a strategic asset, and data management as a core business function.

After receiving a BSc. from the University of Calgary in 1978, Curtis went to work in the Oil and Gas industry. In 1996, she joined the PPDM Association as architect, CIO and ultimately CEO of the PPDM Association. Curtis has led the way to the recognition of data as a critical strategic asset, and the emergence of data management as a globally recognized professional discipline.

Abstract: Data's Troubling Affair with Technology

Decades of working with data have brought me to an inescapable conclusion. Data has terrible marketing. Have you ever noticed that whenever you talk about Data, Tech strolls into the room, makes itself comfortable and then, without any apparent effort, takes over the agenda? Before you know it, a talk about Data becomes a discussion about which is the best Tech. Relegated to the back of the room, any noises Data makes about quality, completeness, usefulness, or availability are swiftly hushed by Tech. "Don't you worry about these small things. I'm going to take care of everything for you. You just sit back and relax while I do all the work". Let's roll forward to today. If Tech was right, after all these decades, data should be freely available to all, ready to use upon arrival, delightfully complete and entirely trustworthy. Is that true? No; far from being true, we still live in a world where data that comes to us in digital form still requires significant intervention to get it ready to use. Don't get me wrong, I love the glitz, glamour and gimmicks of Tech. Tech has great marketing and sales! But Data needs better representation to separate it from Tech -because Tech, frankly, can't really do what it claimed it would do. This talk will focus on why Data shouldn't be dependent on Tech. Data must be technology neutral – let's talk about why that is, and how we can get Data to the table for some serious conversations.

Kewal Dhariwal, ICCP Executive Director

Bio: Kewal Dhariwal is the Executive Director of the ICCP and has been constructing and delivering certification programs for the global IT community. His international consultancies and training include India, China, Honk Kong, Thailand, Brazil, Argentina, Australia, Indonesia, Zambia, Zimbabwe, Botswana, Cuba, South Africa and a host of other countries. He was responsible for designing and creating the CDMP, CBIP, CDP, Software Engineering and a host of programming certification programs.

Abstract: A New Paradigm in Enterprise System Development

I reached the breaking bad point was I worked on a team to help an organization find millions in lost revenues. This reached the "breaking bad" point was I worked on a team to help an organization find

millions in lost revenues. The organization spent more than a million dollars a month on systems yet, staff were forced to key data from one system to the next and reconcile with spreadsheets. Eventually a manual system held together with barbed wire and baling twine broke down. This is normal practice for too many organizations and the IT industry needs to do better!
The answer is not implementing a single monolithic system. We need to step back and rethink about how we create systems so mobilizing data between systems is build into every system we create. Learn how this open source approach to core data models, 3D Primary Keys and Frameworks speeds up and offers reliable on time systems to be constructed.

Howard Diesel

Bio: Howard Diesel is a certified data management professional specializing in information governance advisory services. I help organizations establish effective information management programs that deliver business value by enabling capabilities as part of data project delivery. This ensures that only appropriate information management capabilities are established to address existing headaches, and subsequent capabilities can be established once the pain has gone and the future can be envisioned.

Howard started his career in 1986 as a database administrator and has been actively involved in every information knowledge area defined in the DMBoK, finally settling in information governance.

Howard is active in ensuring that the business is doing the “right things” and establishing the appropriate information capabilities. After many years of doing “things right,” he now focuses on helping people establish information management capabilities to do the right thing and do it right. At this stage, he enjoys working with people excited about data and information and with community organizations like DAMA and ISO to help address information management issues. Howard is the current DAMA SA President and working on multiple ISO working groups to understand how Data Governance must change to handle typical 4th Industrial Revolution technologies like AI and Blockchain.

Howard is available for consultations and training in any area of information management. You can reach Howard at howard@modelwaresystems.com or president@dama.org.za

Abstract: Building a Data Career Strategy

Managing your career can be challenging, notably since COVID lockdown introduced a new working environment with significant, unexpected, and often small demanding challenges. If you don't manage your career, life will manage it for you. The age-old saying is true: *if you fail to plan, you plan to fail.*

Taking positive steps in planning and managing your career starts with assessing:

1. Where are you at, and what knowledge, skills, and competencies have you acquired
2. Where you need to be to satisfy the requirements of your job profile
3. where you would like to be in terms of your career aspirations

To support your learning and working techniques, you should understand your:

1. Thinking Styles
2. Natural Character Strengths

Once-off career planning doesn't work, and we must constantly pay attention to our KSCA development. It would be best if you didn't have to spend many hours preparing a synopsis of your data management career. Review your achievements after every project using an After-Action Report technique to upgrade your progression and growth.

Lewis Eisen

Bio: Lewis S Eisen, JD, CIP is the author of the international bestseller How to Write Rules that People Want to Follow: A guide to drafting respectful policies and directives, 3rd Ed. He combines his experience practising law with 20 years of business consulting and 12 years' experience in the federal government. Lewis shows people how to shift their organization's policy writing culture from confrontational to cooperative, and his approach to drafting policies using respectful language has been adopted at organizations across the US, Canada, and Europe.

Abstract: "I Love Our Organization's Data Policies", Said No One

In many offices, the data policies are long and confusing, and no one reads them. Worse, they often sound like angry parents scolding naughty children. The reality is that we want to sound strict without sounding confrontational. This eye-opening session will make you rethink the way you word your written communications. Takeaways: — Policies and compliance done right are a collaborative effort, not a power struggle. — The wording of an organization's policies can unintentionally reveal its internal problems. — We need to change the rule-making dynamic from Parent/Child to Adult/Adult, so that data specialists are seen as subject matter experts rather than technology enforcers.

Roman Eisner, City of Edmonton Data Scientist

Bio: Roman has worked in the Data Science field for over 20 years. He has worked on applying machine learning models to a wide variety of domains and is currently working on using A.I. to improve the way the City of Edmonton delivers its services.

Abstract: Text Depot

Roman will describe why and how this new Text Depot was built. It is an application that brings together over 2 million previously siloed internal City of Edmonton documents and applies AI to enhance employee search and review capabilities.

Alvin Francis, VP Development for Business Analytics and Customer Care portfolios, IBM

Bio: Before joining IBM, he held various senior leadership positions such as General Manager, Director of Sales and Vice President of Marketing and Product Management. He has an MBA from the University of Western Ontario Ivey School of Business, a Master of Science in Electrical Engineering from the

University of Toronto and undergraduate degrees in Physics, Mathematics and Electrical Engineering from New Mexico State University.

Abstract: Trustworthy AI

For AI to support our work and improve our lives, it must respect our data and the insights generated about us. It must also be transparent and explainable. Join this session to learn how to take a human-centred approach to trustworthy AI, and the strategies and tools needed to assess risk, implement governance and operationalize AI.

Deputy Chief Gerald Grobmeier, Lethbridge Police Service

Bio: Before joining the Lethbridge Police Service as the Deputy Chief, Gerald Grobmeier spent the last 28 years with the RCMP, most recently as the superintendent in charge of the Red Deer detachment. Grobmeier has worked with RCMP detachments across Canada and spent four years in Berlin as the liaison officer in charge of international investigations involving Germany, Poland, and Austria. Grobmeier holds a Bachelor of Arts in sociology from the University of Regina and has completed a number of executive development and leadership programs.

Abstract: Data & Analytics – A Crime Reduction Strategy

The Lethbridge Police Service (LPS) is responsible for providing policing services to a community of over 100,000 residents. To do so effectively the LPS has reengineered its Crime Reduction Strategy into a four-pronged approach that refocuses resources and efforts towards frequent offenders, crime hot spots, problem locations and offender condition checks. The Strategy is guided and supported by a comprehensive portfolio of interactive analytical products as well as a novel Realtime Intelligence Feed that provides front-line officers with the intelligence they need, when and where they need it. These analytical products were built using cost effective Open-Source technologies and licensed so they can be shared with partner agencies.

Daniel Haight, Darkhorse Analytics president and co-founder

Bio: Analytics Professional and award-winning lecturer at the University of Alberta his work spans healthcare, energy, marketing, professional sports, and transportation. His current work focuses on predictive analytics and data visualization.

Abstract: Edible AI – Delivering Results That are Actually Consumed

If AI or ML is the steak in your sandwich, then data wrangling and data visualization are the bread that allows you to eat it. Together, these enabling skills make your models consumable. In this talk, we will propose a structured approach to data wrangling and look at how to make clear and engaging data visualizations.

Katie Hayes, MNP Manager Digital Strategy

Bio: Accomplished community builder and certified change leader (CCMP) with expertise in public sector strategy development, digital innovation, program management and stakeholder engagement.

Abstract: Connecting Community Through Digital Transformation

Digital transformation is an overused term in today's mainstream. It has become a cliché that few stop to think about how - and why - this happens. The speakers had the chance to dig in and figure this out in 2022 in Beaumont, Alberta. Keaton and Katie teamed up to produce Beaumont's first-ever Digital Master Plan. In this presentation, they will share the process for this ambitious project. More importantly, they will provide all the learnings that look obvious in hindsight. They will explore what is still unknown and what must happen next. Along the way, they will highlight what a data professional and the data community can learn from this journey. Beaumont is one of the first to embark on this transformation, but it will soon be commonplace.

William (Bill) Inmon

Bio: Recognized by many as the father of the data warehouse. Inmon wrote the first book, held the first conference (with Arnie Barnett), wrote the first column in a magazine and was the first to offer classes in data warehousing. Inmon created the accepted definition of what a data warehouse is - a subject-oriented, non-volatile, integrated, time variant collection of data in support of management's decisions., Inmon's approach is often characterized as a top-down approach.

Abstract: Draining the Data Swamp

Do you have mountains of data that sits in your data lake, and nobody uses it? AWS is happy as is any cloud data lake storage provider. Very few data lakes are successful. The problem with data lakes is architectural and many things are missing and because they are missing the data lake becomes extremely hard to use. Bill will present his concepts on designing good architecture, creating useful data to analyze and Learn how to drain your data lake swamp and make it into a data lakehouse for valuable business analytics.

Dr. Bradley Jensen, Centric Consulting Principal Data Scientist & Architect

Bio: His former jobs including Principal Data Scientist at Accenture, Professor and Global lead for developing technology centers for Microsoft. He is an ACM Board member and also a Board member and the chair of the Board for the ICCP.

Abstract: The Changing Role of Data Scientists, and How the AI/ML Maturity Model Aids that Work

Bradley discusses how the role of data science is changing in the global community and how this is moving more and more towards AI & ML. He will also discuss how an AI/ML Maturity Model aids the work of the Data Scientist to achieve faster, more accurate and repeatable research.

Jeff Johnson

Bio: Jeff Johnson is an experienced data management professional (CDMP Practitioner) with over20 years of experience in a range of industries, including retail, B2B marketing, consultancy, non-profit and aerospace. He has served in the capacity of President on the Board of Directors of the Data Management Association (DAMA) Puget Sound Chapter and has a patent pending on a matching and merging algorithm. He previously held the position of President/CEO of DeepData, a data management organization that helped bring localized content search to organizations of all sizes. Leveraging his experience in business innovation, data management and IT, Mr. Johnson helps organizations tackle difficult business problems with trusted data.

Abstract: **Better Business Decisions Built on Trusted Metadata**

Metadata is foundational to any organization, yet often overlooked as companies seek to leverage AI and ML to better predict customer needs and behaviours. Ensuring the accuracy of predictions requires a solid foundation built on trusted data, the cornerstone being robust metadata. While a seemingly simple concept, metadata management can be extraordinarily complex given the vast sources within an enterprise. In this presentation, Jeff Johnson will discuss key concepts, as well as lessons learned from his diverse background in data management to help you avoid pitfalls as you embark on your organization's quest for trusted data.

Frank Kadwell

Bio: Frank Kadwell, PhD is co-founder of D3 Information Services. Frank Kadwell is data management specialist with over twenty years of experience in the IT industry. Frank assists companies with many data management challenges including strategy, architecture, and development. Frank has consulted in many verticals including financial services, retail, manufacturing, and health care. In addition to consulting, Frank is fulltime faculty at Edmonds College outside of Seattle. Frank has been on the Minnesota DAMA chapter board for six years and joined the DAMA-I board in January of 2019. Frank is involved with local data meetups and academic organizations.

Abstract: Ethics in AI and ML

AI and ML drive quickly in functionality but ethics and proper usage are not discussed. The lack of ethics is due to organizations needing to drive profits. This discussion will focus on Ethics in ML and AI and will describe how AI within organizations is focused on driving increased profits and social control. Additionally, there is disagreement on what is ethical AI since so much is driven by culture. Pew research interviewed experts in the field who see this trend continuing into and beyond 2030. There are organizations and non-profits that are working with the large AI companies like Microsoft, Google, IBM, among others to eliminate bias in AI. Additionally,

research is being done to find ways to audit algorithms to eliminate bias. This topic will help attendees understand the ethical issues within AI and some ideas and progress being made to improve the ethics. Attendees will get an idea of how they can help contribute to ethical AI.

Blair Kjenner, Founder Method1 Enterprise Systems

Bio: Blair founded his company in the early 1980s and has enjoyed remarkable success with constructing systems for Oil companies, Health Organizations, Professional Associations. He has taken all of that experience to rethink and redesign enterprise systems from the ground up.

Abstract: A New Paradigm in Enterprise System Development

I reached the breaking bad point was I worked on a team to help an organization find millions in lost revenues. This reached the "breaking bad" point was I worked on a team to help an organization find millions in lost revenues. The organization spent more than a million dollars a month on systems yet, staff were forced to key data from one system to the next and reconcile with spreadsheets. Eventually a manual system held together with barbed wire and baling twine broke down. This is normal practice for too many organizations and the IT industry needs to do better!
The answer is not implementing a single monolithic system. We need to step back and rethink about how we create systems so mobilizing data between systems is build into every system we create. Learn how this open source approach to core data models, 3D Primary Keys and Frameworks speeds up and offers reliable on time systems to be constructed.

Doug Laney

Bio: Doug Laney is a best-selling author and recognized authority on data and analytics strategy. He advises senior IT, business and data leaders on data monetization and valuation, data management and governance, external data strategies, analytics best practices, and establishing data and analytics organizations. Doug's book, Infonomics: How to Monetize, Manage, and Measure Information for Competitive Advantage, was selected by CIO Magazine as the "Must-Read Book of the Year" and a "Top 5 Books for Business Leaders and Tech Innovators." Now the Data & Analytics Strategy Innovation Fellow with the consulting firm West Monroe, previously Doug was a Distinguished Analyst with Gartner's Chief Data Officer research and advisory team and was a three-time Gartner annual thought leadership award recipient. In addition, he launched and managed the Deloitte Analytics Institute, is a Forbes contributing writer and has been published in the Wall Street Journal and the Financial Times among other journals. Doug has guest-lectured at major business schools around the world and is a visiting professor with the University of Illinois Gies College of Business where he teaches Infonomics and Business Analytics Executive Overview courses, which also are available online via Coursera. He also co-chairs the annual MIT CDO/IQ Symposium, is a visiting professor at Carnegie Mellon University's Heinz College, is a member of the World Economic Forum's data exchange initiative, a member of the American Economic Association, and sits on various technology company advisory boards.

Abstract: Advanced Infonomics: Understanding and Applying the Economics of Information

Classic macro- and microeconomic principles were developed to better understand and improve the consumption and value of traditional goods and services, not data assets. CDOs must master how the economics of information can be capitalized upon to design high-performance architectures, innovative data monetization schemes, and disruptive digital business models.

In this session, Mr. Laney will discuss how basic economic concepts like supply-and-demand, pricing, scarcity, non-rivalry, marginal utility, etc. apply to data (or not), and what we can learn about and capitalize upon the economic nuances of data assets. Bring only your fuzzy recollection of high-school econ and a willingness to go well beyond the trite "data is the new oil" metaphor! Topics will include:

Why data is NOT the new oil

How the supply and demand of data is artificially maintained
How to think about pricing data given its unique economic properties
The implications of data consumers increasingly being machines, not people
How data can be used for collateral and leverage.

Dr. Steve Liang

Bio: Dr. Steve Liang is an entrepreneur, researcher, and teacher. He is the founder and CTO of SensorUp, a professor in Geomatics Engineering at the University of Calgary, and the holder of the Rogers Internet of Things Research Chair. Dr. Liang is a global influencer on the Internet of Things, and he is the working group chair of several international standard working groups of the Open Geospatial Consortium and UN's ITU-T. A recipient of numerous awards, Dr. Liang has received Calgary's Top 40 Under 40, Killam Emerging Research Leader Award, and more.

Abstract: Empowering the Connected Workers of the Future with AI and IoT

The Internet of Things provides an unprecedented amount of real-time data about where things are and what conditions they are in. Artificial Intelligence gives us predictions and early warnings based on the real-time and historical data collected by disparate IoT systems. This talk will present methane emissions reduction as a use case and demonstrate how to use IoT and AI to empower connected workers to detect, repair, and prevent methane emissions.

Karen Lopez

Bio: Karen is a senior project manager and architect with an extensive background in development processes and information management. She specializes in taking practical approaches to systems development. She has 20+ years of public speaking (keynotes, speeches,

and demonstrations). She wants attendees to have fun, gain insights and take away inspiration for working with new technologies and methods.

She's known for her slightly irreverent and practical approach to IT training and speaking. She wants you to be part of #TEAMDATA.

Abstract: Data Happens: How to Get Through Your Day

What have the ancient thought leaders and philosophers said about data, lives, and suffering? And what tools they have the given us to make it through our days when debates, dilemmas, and just plain disagreements seem to be happening all around us? In this session, Karen covers some of the truths, guidelines, and frameworks that have helped her get through her days (and late nights) working with others and their own belief systems about data. You'll learn about:

- What thought leaders over the centuries have observed about struggles
- What frameworks Karen uses to deal with day-to-day debates, challenges, and just plain "ughs"
- What ideas all these leaders and frameworks have in common
- What practices can help you and your data be more successful

Bruce Matichuk

Bio: Bruce is a serial entrepreneur. He is currently studying and researching for his PhD in AI at the University of Alberta. Health Gauge is a wonderful device that monitors your health, exercise blood pressure and blood sugar (future) for diabetics.

Abstract: Building and Improving AI and Health Wearables

Bruce will cover such topics as how to build a successful business Startup with one or more partners and then partner up with global companies to provide benefits for humanity while assuring financial success.

Bruce McCartney

Bio: An expert in database design, performance tuning, replication, high availability and security, Mr. McCartney is an excellent problem solver and enjoys sharing his knowledge with clients. His professional background is extensive, including 30+ years of involvement with Oracle. Bruce is an Oracle 12G Certified Professional (OCP) as well as a Certified Data Vault Modeler, and Certified Data Vault 2.0 boot-camp Instructor. He co-founded of DBCORP Information Systems Inc. and First4 Database Partners Inc. Mr. McCartney was instrumental in its organization and growth, designing many of the business and service methodologies in use today, and remains a partner at First4. Mr. McCartney is an expert in the latest Data Warehousing and Business Intelligence technology and teaches Data Vault 2.0 Certification across North America , New Zealand and Australia.

Abstract: Leveraging Data to create information, knowledge and wisdom by leveraging semantic ontologies, knowledge graphs and decision intelligence.

The challenge for BI teams is to make good use of data - by enabling better decisions based upon it. Building on the DIKW model (data->information->knowledge->wisdom), this presentation will explore how to leverage raw data into knowledge that can drive business decision making using controlled vocabularies and formal ontologies. Data Vault is the preeminent model for data warehouse, while RDF and Knowledge Graphs are the optimal model for storing semantically linked data. Using a formal ontology (i.e. OWL), data and business rules can be semantically encoded so that users and, more importantly, computers using AI can access unambiguous meaning from your data. Using techniques pioneered by the Semantic Web, it is possible to reuse, adapt, and integrate open source or commercially developed ontologies with your business ontology to facilitate automation and knowledge capture. This knowledge can then be further exploited by using a decision intelligence framework to automate or augment decision making using data. This presentation will introduce this concept and discuss several implementation architectures that can make use of it.

Melanie Mecca

Bio: Melanie Mecca, CEO of DataWise Inc., was recognized in 2022 as a 'Leading Data Consultant' by CDO Magazine. She has unparalleled expertise and experience leading Data Management Assessments, benchmarking data management programs, and developing strategic roadmaps. Her leadership in evaluating, designing, and implementing data management programs has empowered clients in all industries to accelerate their success.

DataWise is a proud partner of the Enterprise Data Management Council, accredited in the Data Management Capability Model (DCAM). As ISACA/CMMI Institute's Director of Data Management, Melanie was managing author of the Data Management Maturity (DMM) Model and has led 38 Assessments to date, resulting in rapid capability implementation. DataWise provides in-depth instructor-led interactive courses, Building EDM Capabilities and Enterprise Data Management Expert, with extensive team exercises and case studies. DataWise also offers a suite of eLearning courses for organizations, imparting key concepts and hands-on practical skills to broad staff audiences, elevating the organization's knowledge, fostering data literacy, and encouraging collaboration. Stakeholder education is the key to data management excellence! Visit datawise-inc.com to find out 'What GOOD Looks Like.'

Abstract: Head in the Clouds, Feet on the Ground – Creating a Data Quality Strategy

Most organizations are engaged in recurring, significant efforts to improve data quality, but typically these are funded project by project, and it's difficult to get beyond square one. If a

judge ordered an organization to attest to how much they spend annually on data quality, most would find it nearly impossible to do so. As data quality is vital to data integration, analytics, and AI /ML, an enterprise-level approach is the pathway to increasing efficiency, expanding scope, and saving money. However, developing a comprehensive data quality program is challenging. How do we calculate the benefits? How do we get organizational commitment for staffing and resources? Who should lead development? Enter the Data Quality Strategy, which sets the scope, capabilities, resources and roadmap – facilitating the consolidation of disparate efforts. In this session, we'll show how the data quality program integrates with the overall data management program, and you will learn how to plan, develop, and sell the benefits of a Data Quality Strategy, including:

- Crafting a vision
- Describing the benefits
- Engaging stakeholders
- Activity steps and deliverables
- Creating a sequence plan for implementation.

Dylan Miles

Bio: Dylan is a Mining Engineer turned Data Mining Engineer. He has been a member and volunteer on the DAMA Calgary Board since 2016, is an avid data enthusiast from SQL queries to data modeling and architecture. He lives with his wife and 2 kids in Chestermere, Alberta and works with Suncor Energy in our Cloud data transformation.

Abstract: Building a Mining Domain in a Brand-new Enterprise Data Lakehouse

The presentation is about the journey and its challenges of initiating a project at Suncor to hydrate one of the domains of our Enterprise Data Lake and lessons I have learned along the way.

Kimberly Nevala

Bio: Kimberly Nevala is a strategic advisor at SAS. Kimberly advises clients on the strategic value and practical realities of emerging technologies such as artificial intelligence (AI) and digital transformation (DT). Kimberly also hosts the Pondering AI podcast. Her numerous white papers include "Rationalizing Risk in AI", "The 3Rs of AI Adoption", and "Sustainable Data Governance". kimberly.nevala@sas.com https://www.linkedin.com/in/kimberly-nevala/

Abstract: Decision Intelligence – Putting Insights Into Action

Every organization has data. Every organization has analytics ranging from BI to AI. Every organization is not obtaining equal value from these assets. What is holding organizations back? Join us to explore the business case for decision intelligence (DI). Kimberly will discuss the adoption hurdles DI addresses, what DI is and isn't, and requirements for incorporating DI into your analytics and business practices.

John O'Gorman

Bio: John is an information management professional specializing in semantic interoperability, with over 30 years of experience. He is the principal, founder, and chief disambiguation officer at Quantum Semantics Inc in Calgary. He is a co-founder of Semantium with Ruben Sardaryan.

Abstract: Language-First Knowledge Graphs: Re-Thinking Patterns of Enterprise Data

Organizations spend between 40% and 70% of their annual IT budget on integration and yet, while IT spend goes up, trust in data is going down. In his presentation, John will demonstrate the value of solving this problem with semantics, starting with the language of the business using a knowledge graph platform.

Simon Pane

Bio: Simon Pane has worked as an I.T. consultant for over 25 years supporting customers in Calgary and around the world. With a deep technical background in relational database systems and a recent focus on cloud migrations. Simon is an Oracle ACE, holds numerous database and cloud specific industry certifications, and is a member of several formal industry and community Advisory Boards. Simon is a regular presenter on database, security, and cloud topics at various in-person and remote events around the world.

Abstract: Considering the Cloud, Key Things to Know in Advance

Cloud gets a considerable amount of I.T. press coverage these days but the reality is that many organizations are early in their cloud journey. Possibly having tested the waters with some experimentation or having migrated some early mover workloads and data. While others are just considering, planning, and looking at what opportunity and value the cloud might bring. However, cloud does not mean "running your workloads and storing your data in another vendor's data centre". It does provide that, but also a lot more. And while it provides considerable benefits, it also introduces unique challenges - some of which may surprise you. Further, the cloud offerings, data storage, data migration options, and data analysis services can differ even between the major market leaders. Regardless of whether you're interested in new possibilities of "cloud data lakes", new cloud "data pipelines", and "cloud native services" or more "traditional enterprise workloads", this talk (applicable to audiences of any background) helps bring awareness of cloud opportunities, challenges, key differences between the major vendors, and other key things to know. Including what issues IT leaders and decision makers need to be considerate of - and what new tools and technologies technical team members need to ramp-up on. Learn some common pitfalls and strategies for success from an unbiased and non-influenced perspective based on actual hands-on experience.

Keaton Seaby, City of Beaumont Continuous Improvement

Bio: Keaton Seaby has served in leadership roles in public works, technology and project management within the City of Beaumont. Keaton started his career in the private sector, focusing on land development before making the welcome leap to facilitate innovation and progress in this growing municipality.

Abstract: Connecting Community Through Digital Transformation

Digital transformation is an overused term in today's mainstream. It has become a cliché that few stop to think about how - and why - this happens. The speakers had the chance to dig in and figure this out in 2022 in Beaumont, Alberta. Keaton and Katie teamed up to produce Beaumont's first-ever Digital Master Plan. In this presentation, they will share the process for this ambitious project. More importantly, they will provide all the learnings that look obvious in hindsight. They will explore what is still unknown and what must happen next. Along the way, they will highlight what a data professional and the data community can learn from this journey. Beaumont is one of the first to embark on this transformation, but it will soon be commonplace.

Alec Sharp

Bio: With over 40 years experience as a self-employed consultant, Alec Sharp has provided data modelling, business analysis, business process change, and facilitation expertise throughout North America, Asia, Europe, and Australasia. Increasingly, his work involves organisational change and project recovery.

He has also delivered hundreds of top-rated presentations at international conferences, always based on real-life experience. These include "Engaging Your Executives in Concept Modelling," "The Human Side of Data Modelling" "The Data-Process Connection," and "Adventures in Reverse Engineering." Alec's 90-minute briefing "Five Things You Need to Know About Business Processes" has been delivered to senior executives at major organisations around the globe.

His book "Workflow Modeling" is a consistent best seller in the Business Process Change field and is widely used as an MBA text and consulting guide. He was awarded DAMA's Professional Achievement Award, a global award given to one professional a year for contributions to the Data Management profession.

Alec's popular workshops "Business-Oriented Data Modelling," "Working With Business Processes," "Business-Oriented Data Modelling Masterclass" "Working With Business Processes Masterclass," and "Model-Driven Business Analysis Techniques" were conducted, pre-Covid, on four or five continents each year, at many of the world's best-known organisations. Now they're available world-wide via Zoom. His classes are practical and energetic, consistently earning "excellent" ratings.

Abstract: The Surprising Resurgence of Concept Modelling – You Can't Manage What You Haven't Modelled

Whether you call it a conceptual data model, a domain map, a business object model, or even a "thing model," the concept model is seeing a worldwide resurgence of interest. Why? Because a concept model is a fundamental technique for improving communication among stakeholders in any sort of initiative. Sadly, that communication often gets lost – in the clouds, in the weeds, or in chasing the latest bright and shiny object. But in the past few years, many organisations are realizing their big data, data science/AI, data lake, data mesh, etc. efforts are not delivering expected benefits because they are not based on a shared communication model. They are now embracing concept modelling.

This is a golden moment for data management / data governance professionals. After all, we can't manage data when the fundamental business objects have not been named or defined. Let's take advantage of the renewed interest in concept modelling, and look at lessons from fields, other than Data Management/Data Governance, where concept modelling has been embraced. This presentation will describe three real-world examples:

- Senior executives (C-level executives) requesting and participating enthusiastically in Concept Modelling sessions.
- A Concept Model helping business analysts and solution architects identify Business Events, Business Services, and Use Cases/User Stories.
- Concept modelling as way to support Business Process Change, and even to make it possible.

Drawing on over forty years of successful consulting and modelling, on projects of every size and type, this session provides proven techniques backed up with current, real-life examples.

Adnaan Sikander

Bio: Adnaan Sikandar leads data governance and data management capability at Deloitte Canada. He led the development of Data & AI Ethics management add-on called Ethikit for Collibra.

Abstract: Operationalizing Data Ethics within Collibra

Data and AI Ethics is a top-of-mind concern for data, analytics, and risk leaders. Data governance and data management professionals have a role to play in helping organizations manage the risk associated with data and AI. This session will provide you with a practical example of how to operationalize Data & AI Ethics management enabled by a data governance platform (Collibra).

Dr. Prashanth Southekal

Bio: Dr. Prashanth Southekal is a Consultant, Author, and Professor. He has consulted for over 80 organizations including P&G, GE, Shell, Apple, FedEx, and SAP. Dr. Southekal is the author of two books — "Data for Business Performance" and "Analytics Best Practices" — and writes regularly on data, analytics, and machine learning in Forbes and CFO.University. His second

book, ANALYTICS BEST PRACTICES was ranked #1 analytics books of all time in May 2022 by BookAuthority. He serves on the Editorial Board of MIT CDOIQ Symposium, Advisory board member at BGV (Benhamou Global Ventures) a Silicon Valley-based (Menlo Park) venture capital firm, and a Data and Analytics Advisor at Evalueserve (CH), Grihasoft (IN), uArrow (SG), Illumex (IL), Astral Insights (US), and Miles Education (IN). Apart from his consulting and advisory pursuits, he has trained over 3,000 professionals worldwide in Data and Analytics. Dr. Southekal is also an Adjunct Professor of Data and Analytics at IE Business School (Madrid, Spain) and CDO Magazine included him in the top 75 global academic data leaders of 2022. He holds a Ph.D. from ESC Lille (FR) and an MBA from Kellogg School of Management (US). He lives between Calgary (CA), Madrid (ES), and San Francisco (US). Outside work, he loves juggling and cricket.

Abstract: Transitioning from Data to Insights for Analytics Success

Organizations all over the world are looking at leveraging Data and Analytics for improved business performance. A report from MIT says, digitally mature firms are 26% more profitable than their peers. McKinsey indicates that companies that are insight-driven report EBITDA increases of up to 25 percent. However, many data and analytics projects have failed to deliver business results. According to Gartner, over 80% of the Data & Analytics Projects Fail. A joint study by IBM and Carnegie Melon University found that over 90% of data in an organization is never used for any strategic purpose. Venture Beat study found that 87% of the Data & Analytics models do not get deployed in Production.

While there are many reasons for the failure of Data & Analytics projects, one of the reasons is not focusing on the last mile of analytics. The last mile of analytics is the process of converting insights from data into business results. This is mainly because, most data and analytics programs today are executed in the traditional “SDLC” way i.e., requirements, solutions (i.e., data and models), and outputs (i.e., insights, and results) where requirements elicitation and data sourcing take a lot of time and effort with no or little business value. Instead, the focus should be on the “end in mind” i.e., starting from the end i.e., what insights are needed to achieve decisions and business results and how to get the right data to derive those insights. In other words, the thinking needs t change from understanding the decisions at stakes, the insights needed to make decisions, and he data needed to derive insights. We need to transition from Data to Decisions for Analytics Success.

In this presentation, Mr. Southekal will talk about the practical techniques to move from the traditional data strategy to insight strategy so as to improve the odds of Data & Analytics project success. Specifically, he will give an overview of the problem, discuss as to why the traditional “SDLC” or” data strategy” way is not a viable option to deliver Data & Analytics Projects, and then offer prescriptive recommendations on the required capabilities for organizations to build and deliver a strong insight strategy for successful business results.

Dr. Osmar Zaiane, professor University of Alberta Computer Science & AMII

Bio: With research interest in novel data mining techniques and currently focuses on e-learning as well as Health Informatics applications. He regularly serves on the program committees of international conferences in the field of knowledge discovery and data mining and co-chairing international conferences on data mining. He is the editor-in-chief of ACM SIGKDD Explorations and Associate Editor of Knowledge and Information Systems. Osmar was the Scientific Director of the Alberta Machine Intelligence Institute from 2009 to 2010.

Abstract: **Using ML/AI to Construct ChatBots for Mood Disorders in Health Care Workers and Canadians**

It is estimated that 1 in 3 Canadians experiences a form of mental health challenge at some point in their lifetime. There are regrettably multiple barriers to accessing mental health care. Moreover, the stigma attached to mental health reduces an individual's willingness to seek support, while existing resources are fragmented and difficult to find and navigate. The Mood Disorder Society of Canada has commissioned the development of a chatbot to assist in finding reliable and appropriate resources given the prevalence of digital technologies, initially to assist healthcare workers, but eventually to also support first responders, newcomers to Canada, as well as indigenous peoples. In this presentation, we recount the challenges of designing such a chatbot and the process, with some technical details, of building and deploying the first version of this intelligent assistant.