



DataCon Middle East: Live

8 & 9 December, 2020 | DESKTOP, MOBILE & TABLET

ENGAGE DATA & ANALYTICS LEADERS AT THIS
UNIQUE VIRTUAL EVENT

www.dataconme-live.com

Our incredible physical events may have been temporarily restricted but nothing will stop us from delivering value to the Middle Eastern data analytics community.

Introducing DataCon Middle East: Live.

An immersive, virtual experience like no other.

DataCon Middle East: Live is a 100% virtual conference and will connect the Middle East's most progressive data analytics leaders with the world's most forward-thinking solution providers, set against a backdrop of cutting-edge content that you cannot find anywhere else. At home, in the office or on the road.

On mobile, desktop or tablet. DataCon Africa: LIVE is bringing the best of the best directly to you.

Confirmed Speakers

Anthony Rodriguez	<i>Group Data Strategy Leader</i>	ABB	Switzerland
Hartnell Ndungi	<i>Chief Data Officer</i>	Absa Bank Kenya	Kenya
Wael AbuRezeq	<i>Head of Data Science</i>	Abu Dhabi Food Control Authority	UAE
Dr Nick Jewell	<i>Senior Director: Product Marketing</i>	Alteryx	UK
Shaan Mistry	<i>Senior Product Marketing Manager - Evangelism & Enablement</i>	Alteryx	UK
Iman Megahed	<i>Chief Knowledge & Strategy Officer</i>	American University in Cairo	Egypt
Meral Demirtas	<i>Head of Analytics Operational Excellence</i>	BSH	Turkey
Baskar Krishnamurthy	<i>Head of Data Analytics</i>	Burgan Bank	Kuwait
Ryan den Rooijen	<i>Group Head of Data & Analytics</i>	Chalhoub Group	UAE
Youmna Borghol	<i>Chief Data Officer</i>	Choueiri Group	UAE
Gamal El Emary	<i>Head of Data Lab</i>	Credit Agricole	Egypt
Frederik Bisbjerg	<i>Executive Director: Digitalisation</i>	Daman	UAE
Alexey Sidorov	<i>Chief Evangelist: MEA</i>	Denodo	UAE
Wicus du Preez	<i>Transformation Analytics Manager</i>	Etihad Airways	UAE
Mohammad	<i>Executive Director</i>	FCSA	UAE

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Hassan			
Dr Mark Nasila	Chief Analytics Officer: Chief Risk Office	FNB	South Africa
Jacky Mampana	Head of Data, Analytics & Insights	Hollard	South Africa
Bart Pietruszka	Chief Data Officer & Head of Analytics	HSBC	UAE
Nancy El-Attar	Head of Data Management CoE	Kantar	Egypt
Preveena Ageteela		Majid Al Futtaim	UAE
Guillaume Thfoin	Head of Data & Analytics	Majid Al Futtaim	UAE
Jawad Raza	Head of Data Analytics, Big Data & AI	Meezan Bank	Pakistan
Scott Taylor	The Data Whisperer	MetaMeta Consulting	USA
Yassir Al-Suwais	Head of Data and Information Management	Ministry of Finance	Saudi Arabia
Jeanine Norden	CIO & Head of Data Management	Momentum Metropolitan Holdings	South Africa
Mai Mamdouh	Data Analytics IT Lead	PepsiCo	Egypt
Alexander Metlewicz	Head of Data Intelligence	Seera Group	UAE
Louise Blake	VP: Data	Seera Group	UAE
Richard Dib	Data Product Director	Smart Dubai	UAE
Baris Karakullukcu	Chief Strategy & Digital Officer	Turk Telekom	Turkey
George Firican	Director: Data Governance & Business Intelligence	University of British Columbia	Canada

Platinum Sponsors



Gold Sponsors



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Testimonials from DataCon Africa: Live

"I liked that I was able to go and view other topics in different streams running at the same time later in the day. At an in person event, I would have to choose one and miss out on the others. I also liked that I could watch the videos as it better suited my schedule and could still attend other meetings and calls without missing the presentations and discussion."

Charlene Spangenberg, Manager: PMO & Support, OpenServe

"I didn't imagine it could be a perfect event like that. Bravo!"

Miemie Makinta, Compliance Leader, Vodacom

"Extremely well organised and coordinated. Well done!"

Bryn Davies, CEO, InfoBluePrint

"Great speakers overall. Very informative!"



Mishumo Dzhivhuho, Senior Manager: Data Science, MTN

"Extremely well organized event. I would love to take part in future events. A big thank you to all the presenters for sharing the knowledge"

Hitten Patni, Manager: Centralised Operations, Diamond Trust Bank Kenya



8 DECEMBER 2020

09:00	DataCon Middle East: Live 2020 Platform Opens
09:25 - 09:55	Data Conversations Over Coffee with Anthony Rodriguez Anthony Rodriguez, <i>Group Data Strategy Leader, ABB (Switzerland)</i>
10:00 - 10:30	Opening Keynote: Data - Innovation vs. Distribution Mohammad Hassan, <i>Executive Director: National Data & Statistics Sector, Federal Competitiveness & Statistics Authority (UAE)</i>
10:35 - 11:05	Lead Partner Presentation
11:10 - 11:40	We Have All the Data We Need, But How Do We Use It? Frederik Bisbjerg, <i>Executive Director: Digitalisation, Daman - National Health Insurance Company (UAE)</i>
11:40 - 12:00	<i>Virtual Coffee Break</i>
12:00 - 12:30	Platinum Partner: How AI Will (Actually) Transform your Data Analytics Nick Jewell, <i>Senior Director: Product Marketing, Alteryx (UK)</i> Shaan Mistry, <i>Senior Product Marketing Manager - Evangelism & Enablement, Alteryx (UK)</i> 
12:35 - 13:05	The New Data Leadership: Analytics for an Uncertain World Ryan den Rooijen, <i>Group Head of Data & Analytics, Chalhoub Group (UAE)</i>
13:10 - 13:40	Reserved for Platinum Partner: The Future of Artificial Intelligence in Data Governance Alexey Sidorov, <i>Chief Evangelist: MEA, Denodo (UAE)</i> 
13:40 - 14:20	<i>Virtual Lunch Break</i>

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	Stream A	Stream B	Stream C
14:20 - 14:50	<p>Reserved for Gold Partner: Fivetran</p> 	Reserved for Gold Partner	<p>Reserved for Gold Partner Omni-sci</p> 
14:55 - 15:25	<p>Panel Discussion: The Importance of Getting People, Process & Technology Aligned for Strong Data Management Baskar Krishnamurthy, <i>Head of Data, Burgan Bank (Kuwait)</i> Nancy El-Attar, <i>Head of Data Management CoE - North Africa, Kantar (Egypt)</i> Jacky Mampana, <i>Head of Data, Analytics & BI, Hollard (South Africa)</i></p>	<p>Panel Discussion: Defining & Implementing Strategies for Operationalizing Artificial Intelligence Richard Dib, <i>Data Product Director, Smart Dubai (UAE)</i> Jawad Raza, <i>Head of Data Analytics, Big Data & AI, Meezan Bank (Pakistan)</i> Dr Mark Nasila, <i>Chief Analytics Officer: Chief Risk Office, FNB (South Africa)</i></p>	<p>Panel Discussion 1 Wael AbuRezeq, <i>Head of Data Science, Abu Dhabi Food Control Authority (UAE)</i> Gamal El Emary, <i>Head of Data Lab, Credit Agricole (Egypt)</i></p>
15:30 - 16:00	<i>Virtual Coffee Break/Open Discussion</i>	<i>Virtual Coffee Break/Open Discussion</i>	<i>Virtual Coffee Break/Open Discussion</i>
16:05 - 16:35	<p>Case Study Wicus du Preez, <i>Transformation Analytics Lead, Etihad Airways (UAE)</i></p>	<p>Panel Discussion: Overcoming Barriers to Becoming a Data Driven Enterprise: Tools for Chipping Away at the Wall Alexander Metlewicz, <i>Head of Data Intelligence, Seera Group (UAE)</i> Mai Mamdouh, <i>Data Analytics IT Lead, PepsiCo (Egypt)</i> Iman Megahed, <i>Chief Knowledge & Strategy Officer, American University in Cairo (Egypt)</i></p>	<p>Case Study Baris Karakullukcu, <i>Chief Strategy & Digital Officer, Turk Telekom (Turkey)</i></p>
16:40 - 17:10	<p>Panel Discussion: Focusing on Quality While Integrating & Ingesting Data into a Lake Yassir Al-Suwais, <i>Head of Data & Information Management, Ministry of Finance (Saudi Arabia)</i></p>	<p>Panel Discussion: Diversity & Inclusion in Data Analytics Hosted by: Libby Duane, <i>Chief Customer Officer, Alteryx (USA)</i> Youmna Borghol, <i>Chief Data Officer, Choueiri Group (UAE)</i> Louise Blake, <i>VP: Data, Seera Group (UAE)</i></p>	<p>The Data Toolkit: How to Get Funding & Strategic Support for Data Management Scott Taylor, <i>The Data Whisperer, MetaMeta Consulting (USA)</i></p>

9 DECEMBER 2020

09:00	DataCon Middle East: Live 2020 Platform Opens
09:25 - 09:55	<p>International Keynote: The 10 Vs of Big Data George Firican, <i>Director: Data Governance & Business Intelligence, University of British Columbia (Canada)</i></p>

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10:00 - 10:30	Data Conversations Over Coffee with Jeanine Norden <i>Jeanine Norden, CIO & Head of Data Management, Momentum Metropolitan Holdings (South Africa)</i>
10:35 - 11:05	Reserved for Platinum Partner 3
11:10 - 11:40	Panel Discussion: Using Data Analytics to Measure & Drive Economic & Business Resurgence Post COVID-19 <i>Bart Pietruszka, Chief Data Officer & Head of Analytics, HSBC (UAE)</i> <i>Preveena Ageteela, Director of Business Intelligence, Majid Al Futtaim (UAE)</i> <i>Hartnell Ndungi, Chief Data Officer, Absa Bank (Kenya)</i>
11:45 - 12:15	Case Study: Building a Modern Data Architecture <i>Guillaume Thfoin, Head of Data & Analytics, Majid Al Futtaim (UAE)</i>
12:15	<i>Close of DataCon Middle East: Live 2020</i>