Agenda

2:00 pm EST / 11:00 am PST: Arrivals/Introductions/Housekeeping

2:05 pm EST / 11:05 am PST: Welcome & Agenda – John Bottega, President, EDM Council

2:15 pm EST / 11:15 am PST: Keynote Presentation

- **Topic:** Harnessing the Power of Data
- **Description:** Prioritizing data and analytics is critical to building business agility and to unlock value for customers and employees. Join us to hear from Microsoft CVP and CFO, Global Sales, Marketing, Ops on how Data is being leveraged as a key strategic asset in transforming the Finance function, enabling better and faster decision making.
- **Keynote Speaker:** Jane Hesmondhalgh, CFO Global Sales, Marketing and Operations, Microsoft

2:35 pm EST / 11:35 am PST: Panel Session 1 – Sponsored by Cambridge Semantics

- **Topic:** The Role of Graph and Semantics in Digital Transformation
- **Description:** Financial Services firms are investing heavily in new digital products and capabilities to enhance their customer experience and engagement. Two key enabling technologies in this transformation are graph and semantics. Join an expert panel for a discussion on:
  > Digital Transformation initiatives within their organizations
  > The role of Data Integration in their Digital Transformation
  > Why Graph and Semantics are integral to their data integration initiatives
  > Their recommendations for anyone considering graph and semantics
- **Participants:**
  - MODERATOR: Marty Loughlin, SVP of Sales, Cambridge Semantics
  - Bill DePietro, Director, Compliance Product Development and Data Governance, Point72
  - Sarah Gadd, Head of Semantic Technology, Analytics and Machine Intelligence, Credit Suisse
  - Terry Smith, Managing Director, Head Of Data Architecture and Services, UBS

2:55 pm EST / 11:55 am PST: Panel Session 2 – Sponsored by Ataccama

- **Topic:** Farewell to 2020: Lessons on Agility, Adaptability & Moving at the Speed of Data
- **Description:** Join us for a panel discussion hosted and moderated by the EDM Council as we discuss key takeaways of the past year and what's important looking forward:
  > How to use AI-powered data management to become more agile and enable faster decision-making
  > AI and ML as key tools to offset operational costs
  > Gaining business buy-in for data management and governance practices
  > In-house innovation made possible by a unified, modern data management and governance platform
- **Participants:**
  - MODERATOR: John Bottega, President, EDM Council
  - Afshin Lotfi, EVP of Sales, Ataccama
  - Heather Richardson, VP Data Management, Farm Credit Services of America
  - Fiona Fox, Head of Data Governance, Varo
  - Dianne Rollinson, Data Architect, BCBS Association
  - Amy Kuchensky, VP Group Data, Argo Group

3:15 pm EST / 12:15 pm PST: Session 3 – Sponsored by Timbr.ai

- **Topic:** Putting FIBO in Action: Bridging Conceptual & Operational Data Models for Enterprise and Cloud Implementation
- **Description:** FIBO is the most comprehensive conceptualization of the financial industry domain. Why can it be challenging to put it into action? There is a built-in discrepancy between how businesses conceptualize their business domain and how this conceptualization gets translated into concrete data models. This is the main challenge of implementing semantic knowledge graphs in large organizations that rely on the common relational data model to store and manage their data. As organizations move to the cloud, this challenge intensifies. Let’s analyze what needs to be done to solve it.
- **Presenter:**
  - Amit Weitzner, CEO and Co-founder, Timbr.ai

3:35 pm EST / 12:35 pm PST: Five-minute Break – with raffle prize drawing for a free EDM Council training course (must be present to win)

3:40 pm EST / 12:40 pm PST: Panel Session 4 – Sponsored by Informatica

- **Topic:** Cloud Computing’s Impact on Data Governance in Financial Services
- **Description:** Cloud computing has and will continue to transform the financial services industry as companies across all sectors and sizes strive to be more digital and data driven to gain market and mindshare. Unfortunately, many will struggle to realize the business value from their investments due to the lack of capable and modern data management and governance investments needed to handle the data complexities in this hybrid/cloud world we live in.
Participants:
  ○ MODERATOR: Peter Ku, VP and Chief Industry Strategist, Informatica
  ○ Jag Aravind, CDO, Freddie Mac
  ○ Oli Bage, Global Head of Business & Data Architecture, Refinitiv

4:00 pm EST / 1:00 pm PST: EDM Council Updates
- Update on EDM Council initiatives and programs by Mike Meriton, Co-Founder and COO, EDM Council
- Solidatus Update by Philip Dutton, Co-Founder, Solidatus
- Women in Data Update by Dessa Glasser (Principal, FRG) & Marla Dans (Director, Head of Data Governance, Tradeweb)
- Data.World Update by Byron Jacob
- FINOS Update by Gabriele Columbro
- eLearning Update

4:35 pm EST / 1:35 pm PST: Panel Session 5
- Topic: Graph Powered Intelligence - Open Knowledge Graph Shared Lab
- Description: Knowledge Graphs offer the ‘fusion’ of Graph databases and ML/AI to power next generation architecture and business solutions. Our global data ecosystems are becoming increasingly complex with rapid growth of largely unstructured data generated externally. Our current architectures and solutions are unable to “connect” these ecosystems to provide “frictionless insights” at a scale and speed business is looking for. This session will address these challenges and provide a summary of:
  > EDMC’s Open Knowledge Graph Shared Lab initiative and industry use cases such as Fraud – Anti-Money Laundering (AML)
  > Executives from participating organizations will share how they are deriving value from the Lab and AML Knowledge Graph

Participants:
  ○ Introduction by Harsh W. Sharma, Senior Advisor, Open Knowledge Graph Shared Lab, EDM Council
  ○ MODERATOR: Svetlana Sicular, VP, Gartner
  ○ Karim Rajwani, SVP, COO, Scotiabank
  ○ David Newman, SVP, Wells Fargo
  ○ Jeffrey Stein, CEO, Deep Discovery
  ○ Diana Grinberg, Global Head of Financial Crimes Innovation, MUFG

4:55 pm EST / 1:55 pm PST: Concluding Remarks – John Bottega
- With raffle prize drawing for a free EDM Council training course (must be present to win)

5:00 pm EST / 2:00 pm PST: Event Concludes

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