



**BERRY PROFESSIONALS INVITES YOU TO THE
GLOBAL DATA ANALYTICS AND BUSINESS INSIGHTS FORUM**
Interactive Presentations and Workshops & Hackathon Half-day Session
6th to 7th June 2019, Amsterdam, the Netherlands
Novotel Schiphol Airport Amsterdam



KEY TOPICS addressed by case studies, interactive presentation, round tables and panel discussions:

- Deployment of Predictive Analytics to Drive Business Success
- From Business Insights and Predictive Analytics to New Strategies
- AI and its Current Challenges
- AI for Digital Business Transformation
- Optimizing the Human - Machine Interaction
- Boosting Cooperation of Data Scientists with Management and Marketers

HACKATHON

Being part of the hackathon is an opportunity to discuss real problems and challenges which your company or team has been facing and work on them with other senior experts together, jointly benefiting expertise of each other. It creates a space to discuss both proven and innovative approaches. Participants will themselves suggest ideas and specify challenges which they want to discuss forming teams based on individual interests, experience and skills. Practical outcomes will be shared at the end of the event.

SPEAKER PANEL:

■ **Erik Elgersma** - CHAIRMAN
Director Strategic Analysis
FrieslandCampina, the Netherlands



■ **Gonzalo Durban**
Global Big Data Director
Telefonica, Spain



■ **Philippe Barillon**
VP Insights Analytics
Takeda, Switzerland



■ **Nahia Orduña**
Senior Manager in Analytics and Digital Integration,
Program Manager, Women in Big Data
Vodafone, Germany



■ **Konrad Banachewicz**,
Lead Data Scientist,
eBay, the Netherlands



■ **Koen Penders**
Sr. Enterprise Advisor for Data Analytics
ABN AMRO Bank, the Netherlands



■ **Francesco Gadaleta**
Chief Data Scientist
Amethix Technologies, Belgium



■ **Andreea Grigoriu Lachapelle**
Chief Data Scientist
Bouygues Telecom, France



■ **Konstantinos Papakonstantinou**
Chief Data Officer
Kreditech, Germany



■ **David Zibriczky**
Director, Data Science
DB Schenker, Germany



■ **Errol Koolmeister**
Lead Data Scientist
H&M, Sweden



The event is bringing together top senior professionals globally from different industries and companies to share experience and challenges to find together new ideas and prototype projects.

NO

- This is not a standard conference or summit
- This is not a roll of front line presentations with passive audience
- This is not an event based on theoretical presentations
- This is not an anonymous crowded event
- This is not a vendor driven event

YES

- It is an event based on interactive and involving formats
- It is a senior gathering with huge personal level networking possibilities
- It is a practical and collaborative meeting
- It is an event offering inspiring case studies and workshops
- It introduces an innovative hackathon half day session



PROGRAM OF THE SUMMIT

9.00 – 9.05



WELCOME & COFFEE

9.05 - 9.10

OPENING PRESENTATION BY THE CHAIR

9.10 - 9.50

CASE STUDY PRESENTATION & ROUND TABLE DISCUSSIONS

Gonzalo Durban
Global Big Data Director
Telefonica, Spain

How you Can Transform a Company into a Data Driven Company and how have we done in Telefonica in the last 6-7 years.

While transforming your operations into Data Driven Company you cannot cover Big Data as one item in the Executive Committee agenda. You should ask all ExCom members (of each country) how did they use data to take their decisions. This comes both top down and bottom up. You will do massive in the bottom up approach, but you should absolutely count with the CEO empowerment. During the presentation we will disclose several tips helping to achieve success in your transformation journey using examples from the long experience Telefonica has gone through.

9.50 – 10.20

PANEL DISCUSSION

Panel Leader
Nahia Orduña
Senior Manager in Analytics
and Digital Integration,
Program Manager, Women in Big Data
Vodafone, Germany

Change Management - How do companies manage the transition and move from traditional "personal opinion" based approach towards data driven insights and decisions.

How to get the best out of the cooperation of Data Scientists with Sales and Business Managers




10.20-10.50



COFFEE BREAK & NETWORKING

10.50 – 11.10

SPEED DATING SESSION

A question to be replied and discussed with other peers in the format of speed dating

- What have been your biggest pitfalls and success stories?
- Is there something innovative you would like to try but you haven't had an opportunity, time or courage to try that yet.

11.10 - 11.45

PRESENTATION & ROUNDTABLE DISCUSSIONS

Erik Elgersma,
Director Strategic Analysis,
FrieslandCampina, the Netherlands



**How to turn data-science insights into management actions:
a practitioner's view on how to organize for impact and value**

When working in an advisory role, which also data science is, a proven rule is:

Business impact = quality * acceptance

The value or business impact of your work is the multiple of the quality of your work x the acceptance of your work (by the customer / manager).

The natural tendency of professionals is to feel more comfortable with driving quality than with driving acceptance. For acceptance is beyond your control. You have to make somebody else (customer, superior manager, sales manager...) accept and understand your work, prior to that person ensuring your work to have business impact. This paper will address factors how to drive acceptance of data science work, focusing on two dimensions:

Interactive acceptance:

- getting your project brief right
- getting your project reporting delivery right

Organizational acceptance:

- ensuring your roles and responsibilities are well defined and understood

The presentation is based on empirically gathered experience by the author during his tenure in data-driven strategy and business development roles in large corporate organizations over the past 25 years.

11.45 - 12.25

PRESENTATION & ROUND TABLES DISCUSSIONS

Nahia Orduña

Senior Manager in Analytics
and Digital Integration

Vodafone



Diversity Benefits in Data and Insights Teams

Deploying Predictive Analytics to drive business Success is a relative new field and there is currently a lack of talent for the growing amount of opportunities. It is also currently a challenge to build diverse teams (gender, age) to gain the best insights and overcome data biases. It is also very important to attract talent with different backgrounds (business, finance, marketing) to step up in new roles such as Insights Managers. In this session we will discuss how to promote these new careers and how to build up the new demanding data and digital skills in the workforce, because it is essential to make the best out of Data strategy in any organisation.

12.25 - 13.25



13.25 - 14.05

CASE STUDY PRESENTATION & ROUND TABLE DISCUSSION

Philippe Barillon

VP Insights Analytics

Takeda



Humanizing Analytics – Solving the quantitative vs. qualitative dilemma

Now that data availability and computing power are almost limitless, the next challenge is to convince decision makers.

Regardless of how beautiful the dataset or how sophisticated the algorithm, no reasonable business leader would blindly follow a recommendation that he/she cannot articulate, especially if it goes against his/her intuition. In my presentation humanizing analytics, I will be sharing



experiences on how to enrich quantitative analytics with qualitative insights, how to use storytelling techniques to better communicate recommendations of sophisticated modelling and how to engage decision makers in order to get their buy-in.

14.05 - 14.45

CASE STUDY PRESENTATION & ROUND TABLE DISCUSSIONS

Konrad Banachewicz
Lead Data Scientist,
eBay



AI-powered personalization

- eCG business model involves diverse array of advertisement types
- user population behavior is diversified relative to the stage of the customer journey as well as individual preferences
- as an organization, we want to provide high quality experience to users and optimize revenue
- eCG is an AI-driven organization, so naturally we turn to machine learning to scale the opportunities
- associative reinforcement learning is a popular class of algorithms which allow us to customize matching users with ads
- the talk will present the challenges related to deploying solutions based on ARL in the business environment and the approach taken by the central data team in solving them

14.45 - 15.20

CASE STUDY PRESENTATION

Errol Koolmeister
Lead Data Scientist,
H&M, Sweden



AI driven Retail

H&M has over the last years faced an industry going through a major change. A change that requires traditional retailers to quickly adopt to the new landscape or they might go out of business. In this talk you will listen to H&M reveal some of their insights how they are tackling this challenge and what it takes to become AI driven. An early insight is that it is not only about algorithms & technologies it is also about people & processes.

15.20 - 15.50



COFFEE BREAK & NETWORKING

15.50 - 16.05

LIGHTENING PRESENTATION

Francesco Gadaleta
Chief Data Scientist
Amethix Technologies, Belgium



Creative ways to make your AI startup fail

The successes of AI are undeniable. Many among entrepreneurs and scientists are telling how to succeed with AI and machine learning. But very few talk about how to fail with such technologies. There is, in fact a plethora of ways to fail with AI.

16.05 - 16.45

CASE STUDY PRESENTATION

David Zibriczky
Director, Data Science
DB Schenker



Beyond Time Series Forecasting: Disrupting the Logistics Industry with Machine Learning and AI solutions



The digitalization in Logistics and Supply Chain Management revolutionizes the industry, which enables a variety of intelligent cutting-edge solutions such as Industry 4.0, Internet of Things and Artificial Intelligence (AI). Due to the magnitude of involved systems and the lack of common industry standards, the application of AI is a lengthy process. In this presentation, we cover the main opportunities and challenges of introducing AI solutions. Going beyond the standard time series forecasting problem, we share some interesting use cases that apply advanced machine learning models (e.g. pricing, lead time prediction) and large-scale optimization techniques (e.g. routing, network planning). Finally, we sketch up our vision of AI and make an outlook to the future trends.

16.45 - 17.25

CASE STUDY PRESENTATION

Andreea Grigoriu Lachapelle

Chief Data Scientist

Bouygues Telecom



The challenge of creating value with AI predictive models in the telco business

In transforming corporations, meeting the value delivery promise of data & AI use cases is a real challenge. In other words, the trail from the PoC phase to the product phase is full of obstacles. We discuss a few major challenges that must be addressed carefully in order to secure "data value delivery": proper scoping with business experts strong involvement, proper data engineering and data science modelling, and lay but not least: IT integration set-up. We try to emphasise this issues through some telco uses cases.

17.25 - 18.05

INTERACTIVE PRESENTATION

Konstantinos Papakonstantinou

Chief Data Officer

Kreditech



Machine-learning based automated decision making for credit risk

Many organizations advertise the use of machine learning as a way to extract value from data and improve their performance. However, the level of maturity in using machine learning across or even within organizations can vary greatly: From conceptual level and prototypes, to data-assisted decisions, to data-driven decisions and all the way to end-to-end fully-automated decisions that optimize performance. The journey to reach this final stage, in which machine learning models are embedded in decision engines that operate autonomously without the need for human intervention, is a long and difficult one. However, once it has been reached, the full potential of machine learning can be unlocked. In this presentation, we will use examples from credit risk processes at Kreditech in order to discuss the obstacles that one will encounter during this journey, the learnings that one will obtain and the benefits that come from decision intelligence.

18.05 - 18.35

CASE STUDY PRESENTATION

Koen Penders

Sr. Enterprise Advisor for Data Analytics

ABN AMRO Bank, the Netherlands



Moving Beyond Experimentation: Advanced Analytics at an Enterprise Scale

Within ABN AMRO, awareness about the value of analytics is high, and so are the expectations. Data Labs are springing up like mushrooms, every department seems to be hiring their 'pet data scientist' and numerous data experiments are done. Moving beyond experimentation and scaling up has proven to be challenging and required re-thinking our data architecture, technology, organisation and governance.

During this talk, you will learn how ABN AMRO empowers teams to move beyond experimentation, productionalise new predictive models a high rate, find, acquire and integrate high-quality data, while keeping control of complexity, data security, data quality and model quality.

19.30



GALA DINNER



HACKATHON DAY

9.00

OPENING & COFFEE

9.00 - 9.30

DEFINING THE CHALLENGES AND PROBLEMS

- *Participants can suggest different topics representing a challenge or a problem they have been facing in their company or team.*
- *Participants can also suggest innovative approaches and methods*
- *Participants can discuss possible collaborative projects with other companies etc.*

9.30 - 9.40

FORMING WORKING TEAMS depending on the specified and chosen topic

Choosing a team is based on individual professional interests, experience, challenges faced and professional expertise

9.40 - 10.00

SHORT INTRODUCTION OF TEAM MEMBERS internally within each team

10.00 - 13.30

HACKATHON SESSION

Teams will discuss the defined topics and will work towards PRACTICAL OUTCOMES identifying particular activities and steps which will lead towards achieving the goals.

whenever needed 😊



COFFEE BREAK & NETWORKING

13.00



LUNCH

14.30

PRESENTING THE OUTCOMES by each team

