Fall Board Meeting
September 11-12, 2024 | Chicago, IL

Enterprise Data Strategy Board™

	Wednesday, September 11
12:00 PM	**Welcome & Introduction Lunch** This sit-down lunch is your first opportunity to meet all of the great data and analytics leaders you'll get to know at the Board Meeting.
1:00 PM	**Revolutionizing Workday's data strategy with reliable data products** **JOE DOSSANTOS, WORKDAY** AI is advancing rapidly and will soon accelerate or even replace the work of many data science efforts. But all of this is reliant on trustworthy data products made available in a carefully managed data mesh. Joe DosSantos, Vice President of Enterprise Data and Analytics, will take us behind the scenes into Workday's data strategy, their vision, and their path to develop a robust operating model that focuses on the business outcomes that leaders care about.
1:45 PM	**Not another dashboard: Best Buy's journey to a visualization COE** **JEFF NEIMAN, BEST BUY** Jeff Nieman, Senior Director of Data Strategy and Visualization at Best Buy, will share how they created a visualization COE — taking ~1,000 reports and dashboards and transforming them into quality visualizations. The session will cover the principles in creating great visualization, standards, style guides, and a quest toward genuine data storytelling.
2:30 PM	**Empowering data stewardship leveraging a data catalog** **DAVID NYQUIST, MCKESSON** Join David Nyquist, Director of Data Governance at McKesson, as he demonstrates the power of using data catalog capabilities to activate adoption, accountability, and trusted data usage across business data owners and stewards. He'll share how utilizing a persona-based approach enables everyone to recognize and fulfill their critical roles in driving innovative business outcomes.
3:30 PM	**Unlocking the power of data: Inside American Express' analytical data hub** **SAHIL SABHARWAL, AMERICAN EXPRESS** In today's data-driven world, gaining a competitive edge hinges on effective data utilization. Join Vice President of Enterprise Data Platforms Sahil Sabharwal as he unveils how American Express has developed a central platform transforming data into actionable insights. Discover how employees across the organization are enabled to drive informed decisions that fuel business growth and success.
4:15 PM	**AI governance: McDonald's path to responsible AI** **MATT SANDLER, MCDONALD'S** Matt Sandler, McDonald's Senior Director of Data and Analytics, will reveal the inner workings of McDonald's AI governance strategy. Discover how they navigate legal compliance, security measures, and risk management, as well as their processes for internal coordination, approval, and alignment. In this confidential discussion, you'll learn firsthand how McDonald's engineering approach covers risk zones and provides proactive notifications, while setting a standard in responsible AI practices.

	Thursday, September 12
8:00 AM	**Welcome Back Breakfast** The conversations over coffee and eggs at this event are often more lively than any other conference's happy hour. You'll want to be here bright and early (and on time).
9:00 AM	**Teaming up for data: Engaging stakeholders for data success** **HEIDI PERRY, PRIME THERAPEUTICS** Data professionals naturally see the value in data management, but for many others in an organization, it's not so clear. Why do "non-data" partners struggle to grasp its importance? Join Prime Therapeutics' IT Manager of Data Governance, Heidi Perry, as we explore the challenges, lessons learned, and strategies for turning data management into a collaborative team effort.
9:45 AM	**Data monetization: Strategies to unlock the value of data** **JEN FRONZAGLIA, WALMART** How can organizations identify and prioritize valuable data assets, explore direct monetization strategies, and leverage data marketplaces effectively? Join Walmart Group Director of Enterprise Data Strategy Jen Fronzaglia as we delve into these topics, discussing essential tools, addressing data quality and management, measuring ROI, and anticipating emerging trends in data monetization.
10:35 AM	**Cracking the code: Overcoming barriers to effective data governance** **TIJUANA WILLIS, ZURICH NORTH AMERICA** Implementing effective data governance practices presents a myriad of challenges. Join Zurich North America Vice President, CDO Governance Tijuana Willis as we explore strategies to tackle some of these hurdles, including defining data governance roles and responsibilities, overcoming resistance from external teams, and implementing effective training programs. Gain insights into building a resilient data governance framework that elevates data quality across your organization.
11:20 AM	**Generative AI: Charting a path from strategy to success** **SANJAY SIDHWANK, AMERICAN AIRLINES** How do you develop a comprehensive roadmap for Generative AI? What are the best practices for securing the right level of sponsorship, and how can you demonstrate the value of investments in Generative AI? Join Valley Bank CDAO Sanjay Sidhwani as we delve into this, discussing AI tools and success metrics that ensure ROI, and discover how to navigate the complexities of Generative AI.
12:00 PM	**Lunch Discussions** The conversations over coffee and eggs at this event are often more lively than any other conference's happy hour. You'll want to be here bright and early (and on time).
1:00-3:30 PM	**Unconference Rounds (4)** Unconferences are fast-paced, peer-to-peer discussions where you suggest discussion topics, vote for your favorites, and join the conversations that interest you most. It means you're spending the entire time talking about exactly the right things for you, not some canned agenda set by meeting planners months in advance. Example topics: • Embedded vs centralized data science analysis • Data catalog evolution and vendors • AI governance, ethics, policies and standards • Cloud migration: Lessons learned and vendors • Data quality: Planning for sustainability • Data ethics programs • Data transformation tools