



About DataCon Dubai:

Corinium Global Intelligence is a world leader in senior level strategic events for the data analytics community. The business has become a trusted provider of information and key part of the development of the role of the Chief Data Officer.

DataCon has become South Africa's leading data analytics event. Corinium Global Intelligence is now bringing that value to the market in the Middle East. These events are designed to provide the audience with truly practical insight into how organization's are driving the use of data analytics, including data science and AI, to gain a competitive advantage.

Because of the strategic focus of the content DataCon Dubai will attract a senior audience of decision makers and key influencers from large companies. And DataCon Dubai is the only event in the region that will feature presentations from Chief Data Officers.

The relevance and value of the content has been guided by our practitioner-led advisory board. This ensures that our research has uncovered the most important challenges that the data analytics community in the Middle East faces.

DataCon Dubai 2019 Advisory Board Members:

Younna Borghol, *Chief Data Officer, Choueiri Group*

Budoor Al-Amoudi, *Director of Business Intelligence & Analytics, Jumeirah Group*

Bart Pietruszka, *Chief Data Officer & Head of Analytics, HSBC*

Richard Wingfield, *Chief Data Officer, Al-Futtaim*

Louise Blake, *VP: Data, Seera Group*

Dirk Jungnickel, *SVP: Enterprise Analytics & Intelligence, Emirates Group*

Michael Antwi, *Head of Data Analytics - Gulf, Metlife*

Richard Dib, *Head of AI & Data Science Activation, Smart Dubai*

Lead Partner:



Stream Partner:



Confirmed Speakers:

H.E Mohammad Hassan, *Executive Director - National Data & Statistics Sector, Federal Competitiveness & Statistics Authority*

Mats Carrgard, *SVP Business Performance, Virgin Mobile Middle East & Africa*

Guillaume Thfoin, *Head - Analytics, Majid Al Futtaim Holding*

Shreya Goswami, *Chief Data Officer: ROA, absa (South Africa)*

Hartnell Ndungi, *Chief Data Officer, Barclays (Kenya)*

Sofia Hafdani, *Lead Data Scientist, Careem*

Hywel Benbow, *Vice President - Global Data & Analytics, GEMS Education*

Lynette Abad, *Director: Research & Data, PropertyFinder*

Dina Mohammed-Laity, *Head of Data Science, PropertyFinder*

Lori Baker, *Vice President, Legal & Director of Data Protection, Office of the Commissioner of Data Protection, Dubai International Financial Centre (DIFC)*

Osama El Hassan, *Head of e-Health Section at Health Data & Information Analysis, Dubai Health Authority*

Jaymin Darbari, *Head of Data Governance, Abu Dhabi DCT*

Bahaa' Awartany, *SVP & Head of Business Analytics, First Abu Dhabi Bank*

Dr. Ehsan Warriach, *Chief Data Scientist, Road and Transport Authority*

Jasdeep Bhambra, *People Analytics Manager, GE Renewable Energy UK*

Dr Krishnadas Nanath, *Senior Analytics Lead - School of Analytics, Majid Al Futtaim*

Syed Mohammad Ali Naqvi, *Head of Analytics, Data & IT Governance, Al Hilal Bank*

Haleh Najafzadeh, *Director - Data Science & Analytics, GE Aviation*

Alexander A, *Director of Cyber Intelligence & Fraud Investigations, VISA*

Vivek Sahabadi, *Head of Analytics and Data Science, Namshi.com*

Shaily Verma, *Head of Data & Analytics - Digital, Emaar*

Namrata Balwani, *Former Head - Digital Marketing & Analytics, Landmark Group*

May Amr, *Head of Data Science, Searchie*

Haitham Kaddoura, *Director of Engineering & Business Intelligence, CASHU*

Tejasvi Addagada, *Head - Data Management & Governance, Axis Bank ; Director of Board, IQ International*

Muhammad Hassan, *IoT & AI Solutions - Manager, du*

Ziad Ali Mohamad, *Business Intelligence Director, Abu Dhabi DCT*


Gary Zalaveta, *Director of Data & Analytics, Global Hotel Alliance*

Mohammed Jamal, *Head of Data Science, Aramex*

Shailesh Jain, *Group Head of Analytics & Insights, Landmark Group*

Aurora Gomez Cabezas, *Director of Growth Operations & Analytics, Careem*

MAIN CONFERENCE DAY 1: 19 NOVEMBER 2019

07:30 – 08:40	Registration
08:40 – 09:00	Welcome & Opening Address
09:00 – 09:30	Keynote Opening Presentation: Data Future Foresight & How Data Will Change Humanity H.E Mohammad Hassan, <i>Executive Director - National Data & Statistics Sector, Federal Competitiveness & Statistics Authority</i>
09:30 – 10:00	Breaking Down Data Silos to Build a Culture of Data Centricity & Data Driven Enterprises Younma Borghol, <i>Chief Data Officer, Choueiri Group</i> Budoor Al-Amoudi, <i>Director of Business Intelligence & Analytics, Jumeirah Group</i> Bart Pietruszka, <i>Chief Data Officer & Head of Analytics, HSBC</i> Richard Wingfield, <i>Chief Data Officer, Al-Futtaim</i>
10:00 – 10:30	Lead Partner Presentation: Alteryx 
10:30 - 10:50	Doing More With Your Data: Cloud - Processing Large Amount of Data In a Shorter Time Mats Carrgard, <i>SVP Business Performance, Virgin Mobile Middle East & Africa</i>
10:50 – 11:20	Refreshments & Networking Break
11:20 - 12:20	The BIG Question 1: How did you Effect Change in your Organisation through Data Analytics? Pushing past theory into real outcomes this session will feature 3 presentations on how data analytics drove business change. Case Study 1: Using AI To Prevent Fraud And Optimize Marketplace In Careem Sofia Hafdani, <i>Lead Data Scientist, Careem</i> Case Study 2: Improving Outcomes Within the Education Sector through the Use of Data and Analytics Hywel Benbow, <i>Vice President - Global Data & Analytics, GEMS Education</i> Case Study 3: Reserved for PropertyFinder Lynette Abad, <i>Director: Research & Data, PropertyFinder</i> Dina Mohammed-Laity, <i>Head of Data Science, PropertyFinder</i>
12:20 - 13:00	Panel Discussion: The Roadmap for a True Open Data Environment in the UAE In this session, discuss with our data leaders on data privacy compliance challenges that entails with the rapidly evolving open data policy and the newly implemented, upcoming data regulations coming into place in the UAE 2019 and beyond. Moderator: Richard Dib, <i>Head of AI & Data Science Activation, Smart Dubai</i> Panelists: Lori Baker, <i>Vice President, Legal & Director of Data Protection, Office of the Commissioner of Data Protection, Dubai International Financial Centre (DIFC)</i> Osama El Hassan, <i>Head of e-Health Section at Health Data & Information Analysis, Dubai Health Authority</i>

13:00 - 13:20	Reserved for Associate Partner
13:20 – 14:20	Lunch & Networking

	Stream A: Sponsored by Snowflake 	Stream B:
14:20 – 14:40	Reserved for Stream Partner: Snowflake Stuart Hayes , <i>Director of Business Intelligence</i> , PropertyFinder Mohamed Zouari , <i>Sales Director</i> , Snowflake	Reserved for Stream Partner
14:40 – 15:10	Discussion Group: Does your Organization Need a Chief Data Officer? Discussing the Pros & Cons of this Role Youmna Borghol , <i>Chief Data Officer</i> , Choueiri Group Bart Pietruszka , <i>Chief Data Officer & Head of Analytics</i> , HSBC Richard Wingfield , <i>Chief Data Officer</i> , AI-Futtaim	Discussion Group: What are your Organization's Pillars Of Data Governance? Jaymin Darbari , <i>Head of Data Governance</i> , Abu Dhabi Department of Culture and Tourism
15:10 – 15:40	Refreshments & Networking Break	
15:40 – 16:10	Case Study: Demonstrating the Value of Data-Driven Insights to Unlock Full Potential of Analytics Across the Business Syed Mohammad Ali Naqvi , <i>Head of Analytics, Data & IT Governance</i> , AI Hilal Bank	Discussion Group: Successful Implementation Strategies for an AI-Ready Organization Bahaa' Awartany , <i>SVP & Head of Business Analytics</i> , First Abu Dhabi Bank Dr. Ehsan Warriach , <i>Chief Data Scientist</i> , Road and Transport Authority Richard van Der Wath , <i>SVP & Head of Artificial Intelligence & Advanced Analytics</i> , Emirates NBD
16:30 – 17:00	Case Study: The Future of Data - Privacy, Security & Cyber Resilience Haitham Kaddoura , <i>Director of Engineering & Business</i>	Case Study: AI & Predictive Analytics to Eliminate Bias & Provide Accurate Candidate- Company Match with Targeted Criterias May Amr , <i>Head of Data Science</i> , Searchie
17:00 – 17:30	Discussion Group: Driving Process Automation to Analyse, Visualise & Transfer Data into Action at Pace Jasdeep Bhambra , <i>People Analytics Manager</i> , GE Renewable Energy UK	Discussion Group: What Needs to Happen to Achieve a Single View of the Customer? Namrata Balwani , <i>Former Head - Digital Marketing & Analytics</i> , Landmark Group Shaily Verma <i>Head of Data & Analytics - Digital</i> , Emaar
17:30	Close of DataCon Dubai Day 1	
18:00	Alteryx's Women in Data Dinner	

MAIN CONFERENCE DAY 2: 20 NOVEMBER 2019

07:30 – 08:40	Registration
08:40 – 09:00	Welcome & Opening Address
09:00 – 09:30	Breakfast Chat: Data is the Future of Business: Creating an Agile Business Environment Louise Blake , <i>VP: Data, Seera Group</i> Dirk Jungnickel , <i>SVP: Enterprise Analytics & Intelligence, Emirates Group</i> Michael Antwi , <i>Head of Data Analytics - Gulf, Metlife</i>
09:30 – 10:00	Topic to be confirmed Shailesh Jain , <i>Group Head of Analytics & Insights, Landmark Group</i>
10:00 – 10:30	Reserved for Associate Partner
10:30 – 11:00	Best Practices of Data Governance: How do Enterprises Ensure the Success of their Data Governance Agenda? Tejasvi Addagada , <i>Head - Data Management & Governance, Axis Bank ; Director of Board, IQ International</i>
11:00 – 11:30	Dataset, Mindset, Skillset: You Got The Data, You Got The Resources, You Got The Right Team, The Question Now Is - Is It Generating The Right Results? Guillaume Thfoin , <i>Head - Analytics, Majid Al Futtaim Holding</i>
11:30 – 12:00	Refreshments & Networking Break
12:00 – 12:30	The BIG Question 2: How did you Effect Change in your Organisation through Data Analytics? Pushing past theory into real outcomes this session will feature 3 presentations on how data analytics drove business change. Case Study 4: Churn Analytics: How du Used a Customer Churn Prediction Model to Reduce Drop-Outs Muhammad Hassan , <i>IoT & AI Solutions - Manager, du</i> Case Study 5: Using Macro Data vs Micro Data Analysis in Forecasting Methodologies in the Tourism Sector Ziad Ali Mohamad , <i>Business Intelligence Director, Abu Dhabi DCT (Department of Culture & Tourism)</i> Case Study 6: Knowledge Sharing Throughout an Organisation When it Comes to Analytical Transformation (Reserved for School Of Analytics Majid Al Futtaim) Dr Krishnadas Nanath , <i>Senior Analytics Lead - School of Analytics , Majid Al Futtaim</i>
12:30 – 13:00	Meeting The Growing Demand To Find More Efficient Ways To Derive Value From Large Data Collection Gary Zalaveta , <i>Director of Data & Analytics, Global Hotel Alliance</i>
13:00 – 13:30	Fortifying your Fraud Resistance through Deployment of Data Analytics Tools Alexander A , <i>Director of Cyber Intelligence & Fraud Investigations, VISA</i>
13:30 – 14:15	Lunch & Networking

14:15 - 17:00	Workshop: Developing a Formal Data Strategy & Building Data Maturity Across the Organization Shreya Goswami , <i>Chief Data Officer: ROA, absa (South Africa)</i> Hartnell Ndungi , <i>Chief Data Officer, Barclays (Kenya)</i>
17:00	Close of DataCon Dubai 2019

Case Study: Governing Healthcare Data Sharing: Challenges & Opportunities Emerged From The New Federal Law On ICT Usage In Healthcare

Osama El Hassan, *Head of e-Health Section at Health Data & Information Analysis, Dubai Health Authority*

Understanding Online Marketing Fraud, Its Consequence And Ways To Prevent It

Vivek Sahabadi, *Head of Analytics and Data Science, Namshi.com*