COUNCIL FOR CHIEF DATA & ANALYTICS OFFICERS

Optimizing Data Analytics and Business Objectives through Data Governance and Management

MAY 16 – 17, 2018
OTTAWA, ON

Accommodations:
Hotel Novotel
33 Nicholas Street
Ottawa, ON
K1N 9M7

Meeting Location:
The Conference Board of Canada
255 Smyth Road
Ottawa, ON
K1H 8M7

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Meeting Objectives:

BETTER UNDERSTAND data governance and management frameworks and how the data analytics team functions within these frameworks;

EXPLORE how Master Data Management has the potential to supercharge fast-moving business objectives through disabled, integrated, collaborative, connected, and agile strategies and processes;

EXAMINE the evolving role of Chief Data and Analytics Officers, from senior data stewards and marshals to strategic business-enablement leaders and innovators;

HIGHLIGHT the role data analytics plays in enabling business decisions and driving innovation; and

IDENTIFY member experiences, strategies, and successes to optimize data analytics and business objectives.

Agenda

Wednesday, May 16, 2018

5:30 pm   **Networking Reception/Dinner**

The Brig Pub
23 York Street, Byward Market, Ottawa

Thursday, May 17, 2018

Meeting location:
The Conference Board of Canada
255 Smyth Road
Ottawa, ON K1H 8M7

Access off Valour Drive – limited parking available.

8:00 am   **Networking Breakfast**

8:30 am   **Welcoming Remarks and Introductions**

Andrew Pender, Associate Director, The Conference Board of Canada

Andrew will provide an overview of how we will address the theme of optimizing data analytics and business objectives through data governance and management throughout the day.

8:45 am   **Presentation: Data Management and Data Governance Frameworks**

Alex Mohelsky, Partner and National Analytics Practice Leader, Ernst & Young LLP

Ernst & Young LLP (EY) is a global leader in assurance, tax, transaction, and advisory services. Through their commitment to "building a better working world", EY offers insights and customized services across industries.

Alex Mohelsky is a Partner in the Advisory Services practice of EY and leads Canada's Data and Analytics practice. He has 20 years of experience in financial services, data (BI/DW, master data management, data governance), advanced analytics, technology strategy, and enterprise architecture working across the Americas. Previous to EY, he led IBM's Canadian National Business Analytics and Information Management service line as well as a global advisory firm's Financial Services Technology practice.

This session will explore data governance and management frameworks and how they must evolve alongside expanding governance focuses and officer responsibilities. It will further provide ideas on how to turn disruptions into opportunities to collaborate, optimize, secure, and improve the management and use of data across organizations.

9:45 am   **Presentation: Supercharging Businesses with Master Data Management**

Bill Wong, Big Data and Analytics Practice Leader, Dell EMC Canada

Dell Technologies is a unique family of businesses that provides the essential infrastructure for organizations to build their digital future, transform IT and protect their most important asset – information. As an enabler and leader for digital transformation, Dell provides leadership and solutions for transforming an organization's Information Technology, Workforce, and Security Platforms.

As Dell EMC Canada's Big Data and Data Analytics Practice Leader, Bill is responsible for selling and supporting big data and analytical solutions (hardware, software, and services) to enable big data-as-a-service, machine learning, deep learning, and artificial intelligence applications. He is the Canadian lead for Dell partner-driven solutions, including HortonWorks, Cloudera, Bluedata, Splunk, SAP, NoSQL and SQL databases, and open source solution providers. Bill has held a number of director-level Big Data consulting and technical roles at IBM, Oracle, and Microsoft and has led several data-centric projects around the world. He has written numerous articles, whitepapers, and books on database technologies, analytics, and bioinformatics.

The journey to the Data Lake offers opportunities to leverage Big Data analytics and transform how we do business. However, new forms of data and analytics also introduce new challenges in data access, management, and governance. In this session, Bill will focus on a digital transformation case study by reviewing Dell EMC's Data lake implementation experiences and share recommendations and best practices in adopting Big Data and Data Science applications.

10:45 am   **Refreshment Break**

11:15 am   **Presentation: The Evolving Role of the Chief Data Officer**

Boris Bogatirev, Senior Manager, Technology Consulting, Deloitte

Deloitte is Canada's largest professional services firm, providing consulting, financial advisory, enterprise risk, audit, and tax services to thousands of clients in all sectors of the Canadian economy. Deloitte delivers a full range of world-class services to key industries, including: Public Sector and Not-for-Profit; Transportation and Infrastructure; Financial Services; Consumer Business; Telecommunications, Media, and Technology; Energy and Resources; Manufacturing; and Real Estate.

Boris leads Deloitte's data management practice in Ottawa with a focus on the public sector. He helps organizations better manage their data assets, solve daily data frustrations, and generate additional value from their own data. He specializes in traditional and big data architectures, cognitive advantage through machine learning, artificial intelligence and robotic process automation, customer-centric data transformations, modern data platforms, and information management. He has over 19 years of progressive experience with the entire spectrum of business intelligence, data integration and warehousing, and big data.

In this session, Boris will focus on the role of the Chief Data and Analytics Officer and how it connects to governance and business strategy. He will highlight the evolving nature of the role, where Chief Data Officers (CDOs) are moving from senior data stewards and marshals to strategic business-enablement leaders and innovators.

In this new world, Chief Data and Analytics Officers play strategic roles in helping organizations adapt and transform their data ecosystems in response to rapid digital technology innovation. They protect and create value from data assets; hold the keys to unlocking value; and are major influencers in industry, market, and organizational maturity. This shift from data steward to business strategist requires an entrepreneurial, disruptive, and innovation mind-set that challenges and extends existing business models and identifies and enables new ones. It also requires CDOs to overcome a series of business, technology, and people-related challenges. Boris will conclude by describing how organizations can support the CDO's evolution and increased responsibilities.

12:15 pm   **Networking Lunch**

1:15 pm   **Member Panel: Governance and Enablement of the Business**

Too often issues relating to data governance (e.g., stewardship, ownership, etc.) are associated with restriction. Yet this view can be tactical and outdated. In this session, CCDAO members will explore the role of the enabler and elaborate on how they work with business to shape data governance and management.

Bill Johnston, Vice-President, Data and Analytics, Equifax Canada Co.

As the Vice-President of Data and Analytics at Equifax, Bill leads the implementation of leading-edge analytics for customers through a robust data strategy that incorporates key Equifax data assets and third-party sources. Bill is responsible for the formal data governance process that manages Canadian data assets through strong data stewardship, enterprise data quality management and effective access controls – all part of the comprehensive data strategy that drives consistent use of data across the organization.

Cedric Salibi, Director, Policy & Economic Analysis, Ontario Lottery and Gaming Corporation (OLG)

Cedric leads an industry-wide effort to support the efficient and effective management of funding through fact-based decision making by developing the information management capability of the horse racing sector in Ontario. Prior to joining the OLG, Cedric held various progressive roles in electricity generation, aerospace defense and management consulting.

Lorrie Woodhouse, Director, Business Intelligence, The Source

Lorrie has worked across many facets of the retail and telecom industry, from finance, ecommerce, marketing, merchandising, supply chain and IT, most recently working in the field of Business Intelligence (BI) and Advanced Analytics for the past 5 years. She leads a team of highly technical and skilled individuals who provide predictive modelling, business insights, forecasting and in depth reporting dashboards for various teams across the organization.

Meg Hutchison, Assistant Vice-President, Data Governance, Home Trust

Meg leads a team within Data Management and Analytics responsible for collaborating with business and IT partners in order to mature core data management capabilities across the organization, and to ensure governance controls that meet the needs of both internal and external stakeholders are maintained.

2:15 pm   **Refreshment Break**

2:30 pm   **Presentation: Analytics and Enablement in Action**

     Paul Dombowsky, Consumer Insights Manager, The Canadian Real Estate Association

The Canadian Real Estate Association (CREA) is one of Canada's largest single-industry trade Associations. CREA's membership includes more than 100,000 real estate brokers, agents, and salespeople, working through 100 real estate Boards and Associations across Canada. CREA represents the interests of its members to the federal government and its agencies on existing or proposed legislation that will affect those members, and/or impact homeownership. It enhances member professionalism and ethics, produces accurate, up-to-date information and analysis on economic issues, and helps REALTOR® members better serve their clients by providing quality technology products including REALTOR.ca, WEBforms® and DDF®.

For 5 years, Paul has provided consumer insights, measurement strategies, a 360 view for members, and voice of customer leadership (VOC) for CREA. During this time, he established a measurement strategy and built a team that focuses on providing insights, analyzing behaviour, and supporting planning for the organization. Paul's work measuring REALTOR.ca (one of Canada's busiest websites) visitor behaviour, visitor segmentation, satisfaction, and analytics, as well as understanding the home buying journey, has supported continual improvement of the site and its year over year growth.

In this session, Paul will elaborate on the roles analytics and data governance and management play in enabling business decisions and driving innovation at the Canadian Real Estate Association. He will describe CREA's journey and experiences with data democratization, silo elimination, data inventories, and effective governance strategies.

3:30 pm   **Facilitated Discussion: Member Roundtable on Overcoming Barriers and Identifying Promising Strategies**

Based on what we have learned, CCDAO members will discuss ways to overcome barriers and identify promising strategies to optimize data analytics and business objectives through data governance and management. They will focus on what they can take home and implement in their own organizations.

4:15 pm   **Adjournment**