



12 NOVEMBER, 2025

CDAO Benelux



Europe's Foremost Data Event for Top Leaders Across The Benelux And Beyond

CDAO Benelux 2025 brings together the region's most senior data, analytics, and AI leaders for a high-impact day of practical insights, strategic discussions, and peer-to-peer networking. Whether you're advancing foundational capabilities or scaling enterprise-wide innovation, this event is designed to support your goals at every stage of the data journey. Join us to gain actionable strategies, explore cutting-edge applications, and connect with a powerful community of leaders driving data transformation across Belgium, the Netherlands, and Luxembourg.

WHAT'S NEW FOR 2025?

1. **Peer-led collaboration** — highly interactive sessions built to address shared priorities around strategy, governance, skills, and adoption
2. **Fresh local insights** — unfiltered perspectives from Benelux-based CDOs and data leaders across finance, public sector, retail, energy, and more
3. **AI at scale** — discover how organizations in the region are integrating generative, predictive, and embedded AI to deliver measurable outcomes
4. **Modern data leadership** — strengthen your influence and strategic vision in a changing regulatory, technological, and economic landscape
5. **Future-ready innovation** — explore how cloud, automation, and modern architecture are unlocking agility and resilience

CDAO Benelux 2025 Key Themes:

In 2025, we'll explore how leading organizations across the Benelux are accelerating the value of data and AI through modernization, culture, and cross-functional collaboration. Sessions will dive into real-world AI use cases, scalable governance, talent development, and architecture evolution—helping leaders deliver trusted, high-impact data solutions while navigating growing complexity and change.

📧 Get in touch with the Conference Producer for this event via kathleen.vitug@coriniumgroup.com

Confirmed Speakers*

Dr. Irina Mirkina, *Chief AI Scientist* – **FUGRO**
Tomas Trnka, *Chief Data Officer* – **EAG**
Utku Baris Pazar, *Chief Strategy and Digital Officer* – **BEKO CORPORATE**
Tamas Fogarasi, *Director of Data & Analytics* – **KCC Property Holdings**
Dmitry Olerinskiy, *Digital Strategy Program Director* – **DECATHLON**
Timea Toltszeki, *Data Enablement Director* – **TEVA PHARMA**
Sumit Arya, *Director of Data Services* – **AYVENS**
Ilja Hermans, *Data Strategy Director, Global Insights and Analytics* – **PHILIPS**
Tom Kronenburg, *Head of Data*, **SIMMONS & SIMMONS**
Armando Pais do Amaral, *Head of Data Science and Technology* – **VANWONEN**
Gaurav Singhal, *Head of Data Monetization* – **COFRA HOLDING AG**
Bruno Avila, *Head of Digitalization, Process and Information* – **CITY OF AMSTERDAM**
Erick Shaffer, *Head of Data & Analytics* – **DECATHLON NETHERLANDS**
Huib Vaessan, *Head of Research & Analytics Real Assets* – **APG ASSET MANAGEMENT**
Olivier Maugain, *Data Governance & Activation Manager* – **IKEA**
Deepayan Roy, *Global Analytics Manager, Procurement Excellence* – **VATTENFALL**
David Havas, *Head of Industrial Data and Analytics* – **MOL GROUP**
Vignesh Dhinakaran, *Senior Data Scientist* – **ADIDAS**
Tim Ottens, *Senior Data Scientist* – **POSTNL**

CDAO BENELUX 2025

Wednesday, November 12th, 2025

08:00 CET	<i>Registration & Breakfast</i>
08:50 CET	Chair's Opening Remarks
08:55 CET	Speed Networking – Making new connections at CDAO Benelux During this 5-minute networking session, the aim of the game is to go and meet two people you don't already know. Have fun!
09:00 CET	Opening Keynote: AI & Data Strategy: Vision, Value, and Verve in High-Stakes Environments AI is revolutionizing critical industries—from infrastructure to energy—where stakes are high and responsible innovation is essential. In this keynote, we'll explore how to build a bold yet ethical AI and data strategy that delivers real business impact, especially in complex, regulated environments. Learn how to align your data foundations with AI goals, foster diverse innovation, and embed trust at the core of your roadmap. Key Takeaways: <ul style="list-style-type: none">• 4 steps to design an integrated AI roadmap—prioritizing value, identifying key resources, and removing adoption barriers.• 3 approaches to foster ethical, explainable AI development using clean and well-governed data.• 2 principles to assess and maximize the real-world impact of AI using data-driven metrics. Dr. Irina Mirkina, <i>Chief AI Scientist</i> – Fugro
09:30 CET	Panel Discussion: Integrating Data, AI & Digital to Accelerate Business Value <ul style="list-style-type: none">• Converging tech, data, and transformation agendas• Cross-functional KPIs: data and digital alignment in action• Driving embedded intelligence across customer and operational journeys• Creating data agility in highly regulated industries• From strategy to execution: enabling scalable digital ecosystems Moderator: Deepayan Roy, <i>Global Analytics Manager, Procurement Excellence</i> – VATTENFALL Armando Pais do Amaral, <i>Head of Data Science and Technology</i> – VANWONEN Vignesh Dhinakaran, <i>Senior Data Scientist</i> – ADIDAS

10:00 CET	Presentation: From Reactive to Proactive – Enabling Data-Driven Decisioning in Real Time <ul style="list-style-type: none"> • What infrastructure is needed to support real-time insight delivery? • Applying streaming analytics in logistics, finance, and operations • Use cases for operational dashboards vs. strategic BI • How to create fast, trusted feedback loops in business processes • Architecting for performance: latency, cost, and data volume <p>Timea Toltszeki, <i>Data Enablement Director</i> – TEVA PHARMA</p>	
10:30 CET	<i>Mid-Morning Coffee & Networking in the Exhibition Area</i>	
	TRACK A: Business Impact & Leadership	TRACK B: Applied AI & Technology Frontiers
10:50 CET	Discussion Group: AI/GenAI Use Cases in Ecommerce Retail and consumer leaders will explore how they're applying AI and GenAI to optimize customer experience, supply chains, and marketing. <ul style="list-style-type: none"> • Creating personalized shopping experiences at scale • Predicting demand and optimizing supply chains in real time • Chatbots, virtual assistants, and AI-enhanced customer service • Leveraging GenAI for marketing content and campaign strategy • Ethical and privacy-conscious personalization in Nordic markets <p>Dmitry Olerinskiy, <i>Digital Strategy Program Director</i> – DECATHLON</p> <p>Tamas Fogarasi, <i>Director of Data & Analytics</i> – KCC Property Holdings</p>	Discussion Group: Modernizing Data Infrastructure for Scalable, Trusted Analytics Join this peer-led group to discuss the critical elements of building future-ready, reliable, and flexible data infrastructure. <ul style="list-style-type: none"> • Building the backbone for real-time, reliable, and cost-efficient data operations • Architecting for low-latency, high-throughput analytics pipelines • Ensuring data quality, governance, and lineage in multi-source environments • Migrating from monolithic to modular, cloud-optimized data platforms • Managing hybrid/multi-cloud data storage while controlling cost and compliance • Leveraging streaming data where it matters: operational analytics & ML enablement

11:35 CET	<p>Roundtable: Driving Business Agility with Data-Driven Decision-Making</p> <p>This session explores how organizations are empowering business units to make informed, agile decisions by embedding data across all workflows.</p> <ul style="list-style-type: none"> • Aligning data with shifting business priorities in uncertain times • Creating fast feedback loops between insight and action • Making data accessible to decision-makers beyond the data team • Enabling line-of-business leaders with guided analytics • Identifying and scaling “quick-win” use cases <p>Tamas Fogarasi, <i>Director of Data & Analytics</i> – KCC Property Holdings</p>	<p>Roundtable: The Role of Data Mesh in Enabling Scalable, Cross-Functional Innovation</p> <p>Explore how enterprises are transitioning to domain-driven, decentralized data architecture models while maintaining alignment and governance.</p> <ul style="list-style-type: none"> • Implementing domain-oriented ownership of data products • Overcoming cultural barriers in adopting a federated model • Aligning data mesh with legacy systems and cloud migrations • Setting standards for interoperability and discoverability • Lessons from pilot programs: metrics, adoption, and resistance
12:10 CET	Lunch & Networking in the Exhibition Area	

13:10 CET	<p>Presentation: AI in 2025: How Cost and Capability Changed Everything in One Year</p> <ul style="list-style-type: none"> • How cost dynamics are rapidly shifting the balance between ML and AI, and why in many domains AI is starting to replace ML. • Real-world use cases where EAG has accelerated adoption of applied AI in the last 12 months — what’s possible now that wasn’t before. • New frontiers of automation unlocked by AI advancements, such as voice agents and other operational innovations. • Benchmarks from experimenting with multiple AI providers: strengths, weaknesses, and practical lessons learned. • What these changes mean for leaders planning their AI strategy in 2025 and beyond. <p>Tomas Trnka, <i>Chief Data Officer</i> – EAG</p>
13:40 CET	<p>Presentation: Hard Way to Apply Digital Process Twins</p> <ul style="list-style-type: none"> • Building digital process twins starts with honesty: organizations shall know their real processes. • Without structured, clean, and contextualized data, the digital twin is just a digital hallucination. • Process mining is not magic—it’s a forensic exercise that demands deep operational and data knowledge • The hardest part isn’t the process mining itself—it’s starting with aligning fragmented systems, undocumented workflows, and tribal business logic. • Hard to apply a ready-to-use process twin—you earn it through relentless mapping, validation, and iteration. <p>David Havas, <i>Head of Industrial Data and Analytics</i> – MOL GROUP</p>
14:10 CET	<p>Fireside Chat: Data Leadership in a Post-GenAI Landscape – Rethinking Roles, Skills & Value</p> <p>A frank conversation about how GenAI is reshaping team structures, leadership responsibilities, and data strategy across industries.</p> <ul style="list-style-type: none"> • What’s the evolving role of the CDAO? • Redefining data literacy in the age of GenAI • Balancing innovation with control and governance

	<ul style="list-style-type: none"> • Managing cross-functional data teams: what's changed? • How to lead through uncertainty and fast-moving change <p>Olivier Maugain, <i>Data Governance & Activation Manager</i> – IKEA</p>
14:40 CET	<i>Networking in the Exhibition Area</i>
15:10	<p>Presentation: AI Transformation in Non-Digital Native Enterprises: Lessons from Manufacturing</p> <ul style="list-style-type: none"> • How established industries (like manufacturing & retail supply chain) can accelerate digital transformation. • Role of AI in reimagining operations: from image recognition in production lines to AI for global product translations. • The evolving role of IT and data leaders in steering this journey. <p>Utku Baris Pazar, <i>Chief Strategy and Digital Officer</i> – BEKO CORPORATE</p>
15:40 CET	<p>Presentation: Talent & Capability – Shaping the Future Data Workforce in Benelux</p> <ul style="list-style-type: none"> • Bridging the data skill gap in a hybrid AI world • Reskilling and upskilling beyond data science • New leadership archetypes: from translators to data product managers • Building diverse teams that think beyond the model • Collaborating with universities and government <p>Sumit Arya, <i>Director of Data Services</i> – AYVENS</p>
16:00 CET	<p>Panel Discussion: From Data to Value: Leading Transformation in Complex Enterprises</p> <p>In large, complex organizations, turning data into tangible business value requires more than technology — it demands cultural change, strong governance, and a clear roadmap. This panel brings together senior leaders from diverse industries to share how they are aligning data strategy with business priorities, overcoming adoption challenges, and delivering measurable impact.</p> <p>Discussion Points</p> <ul style="list-style-type: none"> • Ensuring data strategy is directly tied to business objectives from the outset • Overcoming cultural barriers to data-driven transformation

	<ul style="list-style-type: none"> • Measuring and communicating the business value of data initiatives to leadership and stakeholders • Applying governance frameworks and processes to scale data capabilities responsibly • Balancing innovation with operational stability during infrastructure modernization • Lessons learned from failed or stalled data projects that shaped current approaches <p>Gaurav Singhal, <i>Head of Data Monetization</i> – COFRA HOLDING AG</p> <p>Dmitry Olerinskiy, <i>Digital Strategy Program Director</i> – DECATHLON</p>
16:30 CET	<p>Closing Roundtable: GenAI, Data Ownership & the New Enterprise Power Dynamic</p> <p>Description:</p> <p>As GenAI becomes embedded across organizations, it’s redefining how data is owned, accessed, and acted upon. This roundtable brings together data and AI leaders from across sectors to discuss how to balance innovation with accountability, ensure ethical ownership of insights, and futureproof governance structures.</p> <p>Discussion Points:</p> <ul style="list-style-type: none"> • Who owns the value created by GenAI? Business, tech, or the customer? • How is GenAI shifting the role of the CDO, CIO, and business leaders? • Empowering product and domain teams to responsibly use LLMs • The rise of internal data marketplaces — trend or transformation? • How to avoid decentralisation chaos: platform strategy, trust, and standards <p>Participants:</p> <p>Olivier Maugain, <i>Data Governance & Activation Manager</i> – IKEA</p>
17:00 CET	Chair’s Closing Remarks
17:10 CET	<i>Networking Drinks and Prize Draw</i>
18:00 CET	End of Event