

# ENTERPRISE DATA WORLD

THE TRANSFORMATION  
TO DATA-DRIVEN  
BUSINESS STARTS HERE









GRAND HYATT • WASHINGTON, DC • MARCH 29-APRIL 3, 2015

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## Agenda At-a-Glance

[Full Schedule](#)



	Sun, Mar 29	Mon, Mar 30	Tue, Mar 31	Wed, Apr 1	Thu, Apr 2	Fri, Apr 3
<b>Sunday, 3/29/2015</b>						
<b>CDMP Preparation 10:30 AM - 02:00 PM</b>						
<b>Title</b>	<b>Speakers</b>		<b>Audience</b>		<b>Track</b>	
<a href="#">The Road to the Certified Data Management Professional (CDMP)</a>	Patricia Cupoli, <i>Edmonds Community College</i>		Introductory		DAMA	
<b>Sunday Workshops (Free to Conference attendees) 02:30 PM - 05:45 PM</b>						
<b>Title</b>	<b>Speakers</b>		<b>Audience</b>		<b>Track</b>	
<a href="#">W1: Data Strategy 2.0: Focus on the Roadmap and Implementation</a>	Lewis Broome, <i>Data Blueprint</i> Brian Cassel, <i>Massey Cancer Center</i>		Business/Strategic		Data Strategy	
<a href="#">W2: Business Analysis Techniques for Data Professionals – Getting Involved in Business Processes and Applications</a>	Alec Sharp, <i>Clariteq Systems Consulting</i>		Introductory		Management & Methods	
<a href="#">W3: 8 Steps to a Successful Data Governance Program</a>	Anne Marie Smith, <i>Alabama Yankee Systems</i>		Introductory		Governance & Stewardship	
<a href="#">W4: How to Effectively Sell Data and Yourself to the Business</a>	Lee Edwards, <i>Ford Motor Company</i> Sue Geuens, <i>DAMA International</i>		Introductory		DAMA	
<a href="#">W5: An Introduction to Big Data and New Data: The Cloud, NoSQL, In-Memory and Hadoop</a>	April Reeve, <i>EMC</i>		Introductory		Big Data Data Architecture NoSQL	
<a href="#">W6: Data Science: A Practical, Guided Survey</a>	Brian Sletten, <i>Bosatsu Consulting, Inc.</i>		Introductory		Data Science	
<b>CDMP Exam 06:00 PM - 07:30 PM</b>						
<b>Title</b>	<b>Speakers</b>		<b>Audience</b>		<b>Track</b>	
<a href="#">CDMP Exam</a>			Business/Strategic		DAMA	
<b>Monday, 3/30/2015</b>						
<b>Morning Tutorials 08:30 AM - 11:45 AM</b>						
<b>Title</b>	<b>Speakers</b>		<b>Audience</b>		<b>Track</b>	
<a href="#">AM1: Developing a Modern Enterprise Data Strategy</a>	John Akred, <i>Silicon Valley Data Science</i> Edd Dumbill, <i>Silicon Valley Data Science</i>		Business/Strategic		Data Strategy	
<a href="#">AM2: Developing and Implementing Policies and Standards to Manage Data as an Enterprise Asset</a>	Janet N Lichtenberger, <i>Walgreens</i> Nancy Makos, <i>Walgreens</i>		Intermediate		Enterprise Information Management (EIM)	
<a href="#">AM3: Managing Change to Ensure Data Governance Success</a>	Kelle Z O'Neal, <i>First San Francisco Partners</i> Pam Thomas, <i>IMCue Solutions</i>		Intermediate		Governance & Stewardship	
<a href="#">AM4: Industry Standard Dimensions of Data Quality</a>	Dan Myers, <i>Farmers Insurance</i>		Intermediate		Data & Information Quality	
<a href="#">AM5: World-Class Metadata Management: Full Life-Cycle Roadmap</a>	David Marco, <i>EWSolutions</i>		Introductory		Metadata	
<a href="#">AM6: Architecting for Business Intelligence and Data Warehousing - Integrating the Structured and Unstructured Worlds</a>	William H. Inmon, <i>Inmon Consulting, Inc.</i>		Intermediate		Business Intelligence and Analytics Data Architecture Unstructured Data	
<a href="#">AM7: Hadoop Essentials for Architects</a>	Sujee Maniyam, <i>Elephant Scale</i>		Introductory		Big Data Data Architecture NoSQL	
<a href="#">AM8: Architecting and Modeling Columnar Data Stores</a>	Karen Lopez, <i>InfoAdvisors</i> Joey D'Antoni, <i>Anexinet</i>		Intermediate		NoSQL	
<a href="#">AM9: Requirements Discovery Using a Conceptual Data Model</a>	Christopher M Bradley, <i>FromHereOn</i> Donna L Burbank, <i>FromHereOn</i>		Business/Strategic		Modeling	
<a href="#">AM10: Building An Enterprise Data Reservoir and Data Refinery</a>	Mike Ferguson, <i>Intelligent Business Strategies Ltd</i>		Advanced		Big Data Business Intelligence and Analytics NoSQL	
<b>In Perspectives 12:00 PM - 12:30 PM</b>						
<b>Title</b>	<b>Speakers</b>		<b>Audience</b>		<b>Track</b>	
<a href="#">Cloud-Delivered Data Quality – Delivering Business Value with Requisite Speed</a>	Keith Kohl, <i>Trillium Software</i>		Business/Strategic		Data & Information Quality	
<a href="#">Citizen Integrators: Enabling Self-service Integration by Business Users with a Live Demo</a>	Deepak Singh, <i>Adeptia Inc.</i>		Business/Strategic		New Data Management Technologies	
<a href="#">Schema on Read Doesn't Mean Governance on Read</a>	Brian Cox, <i>CapTech Consulting</i>		Intermediate		Hadoop	
<b>Lunch 12:30 PM - 01:30 PM</b>						
<b>Afternoon Tutorials 01:30 PM - 04:45 PM</b>						
<b>Title</b>	<b>Speakers</b>		<b>Audience</b>		<b>Track</b>	
<a href="#">PM1: Addressing Data Challenges using the Data Management Maturity Model</a>	Melanie A. Mecca, <i>CMMI Institute</i> Nancy Petersons, <i>Ontario Teachers' Pension Plan</i>		Business/Strategic		Data Strategy	

 PM2: EIM and DG Metrics – A Primer	Peter Aiken, <i>Data Blueprint</i> John Ladley, <i>IMCue Solutions</i>	Intermediate	Enterprise Information Management (EIM)
 PM3: Progressive Topics in Data Governance: Big Data, Agile and IoT	Robert S. Seiner, <i>KIK Consulting / TDAN.com</i>	Intermediate	Governance & Stewardship
 PM4: Data Quality Assessment and Measurement	Laura Sebastian-Coleman, <i>Cigna</i>	Intermediate	Data & Information Quality
 PM5: Enterprise Content Architecture to Organize and Manage Your Unstructured Data	Stephanie Lemieux, <i>Dovecot Studio</i>	Introductory	Data Architecture Unstructured Data
 PM6: Designing & Implementing an Analytical Data Architecture	Richard Sherman, <i>Athena IT Solutions</i>	Intermediate	Business Intelligence and Analytics Data Architecture
 PM7: Bringing Big Data into Your Enterprise Data Management Program	Anne Marie Smith, <i>Alabama Yankee Systems, LLC</i> Michael F. Jennings, <i>Walgreens</i>	Intermediate	Big Data Enterprise Information Management (EIM)
 PM8: Hyper-Modeled Databases: A Crucial Technique for Truly Agile Data Warehousing	Ralph G Hughes, <i>Ceregenics, Inc.</i>	Intermediate	Agile Data
 PM9: ALL NEW! Advanced Data Modeling Challenges Workshop	Steve Hoberman, <i>Steve Hoberman &amp; Associates</i>	Advanced	Modeling
 PM10: Master Data Management - The Impact of Big Data	Mike Ferguson, <i>Intelligent Business Strategies Ltd</i>	Advanced	Big Data Master Data Management NoSQL

**Lightning Talks 05:15 PM - 06:00 PM**

Title	Speakers	Audience	Track
 Making Big Data Smart by Using Business Friendly, Graph Based Semantic Models	Marty Loughlin, <i>Cambridge Semantics</i>	Introductory	Smart Data
 Words in Context: A Language Ontology that Extracts Word Meaning	John Reid, <i>Expert System USA, inc.</i>	Business/Strategic	Unstructured Data
 How to Run an Agile Data Architecture Sprint	Mark Ouska, <i>INC Research, LLC</i>	Introductory	Agile Data
 Justifying Technology Investment (in 5 Minutes or Less)	April Reeve, <i>EMC</i>	Business/Strategic	New Data Management Technologies
 Diagramming Crimes	Glen Bell, <i>Visual Explanations Pty Ltd</i>	Introductory	New Data Management Technologies
 Is There a Greater GUD (Grand Unified theory of Data)?	Daragh O'Brien, <i>Castlebridge Associates</i>	Business/Strategic	Governance & Stewardship
 The Big Picture	Glen Bell, <i>Visual Explanations Pty Ltd</i>	Business/Strategic	Management & Methods
 Adding Your Car to the Internet of Things	Daniel B. Austin, <i>GRIN Technologies, Inc.</i>	Introductory	Management & Methods
 Leveraging LinkedIn for your Knowledge Network, Marketing and Impact	Janie Ho, <i>Janie Ho Photography and Consulting</i>	Introductory	

**DAMA Meeting - All Attendees are Invited! 06:00 PM - 07:30 PM****Special Interest Groups 06:15 PM - 07:00 PM**


Title	Speakers	Audience	Track
 CA ERwin® Modeling SIG	Tom Bilcze, <i>Westfield Insurance</i>	Introductory	Modeling
 ER/Studio and Data Modeling Special Interest Group	Ron Huizenga, <i>Embarcadero</i> Karen Lopez, <i>InfoAdvisors</i>	Intermediate	Data Architecture

Tuesday, 3/31/2015

**Special Interest Groups 07:30 AM - 08:15 AM**



Title	Speakers	Audience	Track
 Using Data Profiling to Help Producing Metadata for the Creation of Data Models	Saad A Husain, <i>Canton Data Experts</i>	Intermediate	Modeling
 Making Big Data Smart with Business Friendly, Graph Based Semantic Models	Marty Loughlin, <i>Cambridge Semantics</i>	Business/Strategic	Smart Data
 Fifteen Minutes Might Save Us \$15,000.00	Mark Paetz, <i>Raytheon Missile Systems, Information Technology</i> Homa Atabakhsh, <i>Raytheon Missile Systems</i>	Intermediate	Business Intelligence and Analytics

**Opening Keynote and Awards 08:30 AM - 09:45 AM**

Title	Speakers	Audience	Track
 Managing the Data for Decisions that Affect the World	Micheline Casey, <i>Federal Reserve Board</i>	Business/Strategic	Big Data Data Strategy Governance & Stewardship

**Coffee Break 09:45 AM - 10:15 AM****Conference Sessions 10:15 AM - 11:00 AM**


Title	Speakers	Audience	Track
 American Airlines: Managing Reference Data in the Real World	Craig Cargile, <i>American Airlines</i> Yashodhan Joshi, <i>American Airlines</i>		
 The Data Centric Manifesto	Dave McComb, <i>Semantic Arts Inc.</i>	Business/Strategic	Data Architecture Enterprise Information Management (EIM)
 NoSQL Influence to Enterprise Data Modeling	Donovan Hsieh, <i>eBay Corp.</i>	Advanced	Modeling NoSQL
 Enterprise Data Sharing: Architecture Approach and Its Evolution with Big Data	Gene Boomer, <i>CNO Financial Group, Inc.</i>	Intermediate	Data Architecture Enterprise Information Management (EIM)
 Data Governance and Data Management: Together Like a Horse and Carriage; Or Data Governance and Data Management: the Great Mix Up	Mona Pomraning, <i>Accenture Digital</i>	Business/Strategic	Governance & Stewardship
 Master Data Management on a Budget	Jose Solera, <i>Railinc</i>	Introductory	Master Data Management
 Federal Government Open Data Policy – Variations on a Theme for Bureau Implementation	Christine Hawkinson, <i>Bureau of Land Management</i> James Nagode, <i>Bureau of Reclamation</i>	Intermediate	Data Strategy
 Big Data: Setting Up the Big Data Lake	Joe Caserta, <i>Caserta Concepts</i>	Business/Strategic	Big Data

 A Reference Data Infrastructure for Internet of Things (IoT)	Sujeer Maniyam, <i>Elephant Scale</i>	Introductory	Data Architecture
 The Data Quality Startup: Launching and Sustaining an Enterprise Data Quality Program	Eyal Almog, <i>MetLife</i>	Business/Strategic	Data & Information Quality

**Conference Sessions 11:15 AM - 12:00 PM**

Title	Speakers	Audience	Track
 Techniques and Algorithms in Data Science for Big Data	Laila Moretto, <i>University of Maryland University College</i>	Intermediate	Data Science
 Flexible Master Data in Dynamic Environments	Dave Duggal, <i>EnterpriseWeb</i>		Master Data Management
 Data Governance at Deutsche Telekom: How We Learned Our Lessons	Christoph Kögler, <i>T-Systems Multimedia Solutions GmbH</i>	Business/Strategic	Governance & Stewardship
 New Emerging Technologies in Data Management: It's Not Just about Big Data	Maria C Villar, <i>SAP America, Inc.</i>	Intermediate	Data Strategy
 A Simplified Approach to Data Management and Organizational Data Maturity	Sanjay Shirude, <i>Accel BI</i>	Intermediate	Data & Application Integration
 The Five Track Approach for Agile Enterprise Information Projects	Bonnie K. O'Neil, <i>Westridge Consulting</i> Eric Hartung, <i>Signal Drum</i>	Introductory	Agile Data
 Cassandra Data Modeling - Best Practices and Case Study	Dipali Trivedi, <i>Constant Contact</i>	Technical (may include code)	Modeling NoSQL
 Making the DMBOK Your Own - Framework for Information Management / Maturity Assessment	Dawn M Michels, <i>NMDP - National Marrow Donor Program</i>	Business/Strategic	DAMA
 Risk Reduction for MDM Implementations: A Bank Central Asia Case Study	Michael M. Ott, <i>Innovative Systems, Inc.</i>	Business/Strategic	Master Data Management


**Lunch 12:00 PM - 01:15 PM****Lunch & Learn 12:15 PM - 01:00 PM**

Title	Speakers	Audience	Track
 Smart Data Interoperability and Integration at Scale	Dave Duggal, <i>EnterpriseWeb</i>		

**Conference Sessions 01:15 PM - 02:00 PM**

Title	Speakers	Audience	Track
 WestJet's Model Driven BI	Thomas Clark, <i>Independent Consultant</i>	Intermediate	Business Intelligence and Analytics
 Using a Decision-Making Model to Improve Decision Quality	David Loshin, <i>Knowledge Integrity</i>	Introductory	Business Intelligence and Analytics
 Leveraging Information & Analytics to Support Evolving Healthcare Models	Michael F. Jennings, <i>Walgreens</i>	Advanced	Unstructured Data
 Reference Data Operationalization	Saad Yacu, <i>Allstate Insurance</i>	Technical (may include code)	Metadata
 Building a Data-centric Culture in the Government - Enterprise Data Management Office, Year One	Ray Keller, <i>Alberta Environment and Sustainable Resource Development</i>	Intermediate	Governance & Stewardship
 Building the Integrated and Searchable Metadata Hub	Mialy Andriamananjara, <i>Office of Financial Research</i>	Intermediate	New Data Management Technologies
 Using Graphs for Next-Gen Master Data Management at Pitney Bowes	Aaron Wallace, <i>Pitney Bowes</i>	Intermediate	Master Data Management NoSQL
 How We Hadoop, Inmar's Transformation from a Business Services Outsourcing Company to a Data-driven Enterprise	Kevin Goode, <i>Inmar</i>	Business/Strategic	Big Data Data Science NoSQL
 ES=EDM+RDR: Enterprise Semantics Captured in the Enterprise Data Model and Reference Data Repository	John O. Biderman, <i>Harvard Pilgrim Health Care</i>	Introductory	Enterprise Information Management (EIM)
 Proactive Data Support for Agile Development	John Sharp, <i>Sharp Informatics LLC</i> John Jones, <i>Wise Design</i>	Intermediate	Agile Data


**Room Change 02:00 PM - 02:15 PM****In Perspectives 02:15 PM - 02:45 PM**

Title	Speakers	Audience	Track
 Why Doing the Data Dirty Work is Key to Predictive Analytics Success	Lisa C Dodson, <i>SAS</i>	Introductory	Business Intelligence and Analytics Data & Information Quality Data Science
 Using Business Friendly Company or Industry Models for Smart Data Integration	Marty Loughlin, <i>Cambridge Semantics</i>	Business/Strategic	Smart Data
 Overcoming Today's Customer Master Data Management (MDM) Challenges in Weeks, Not Years	Michael M. Ott, <i>Innovative Systems, Inc.</i>	Business/Strategic	Master Data Management
 The Business Value of Data Modeling	Ron Huizenga, <i>Embarcadero</i>	Intermediate	Agile Data
 Master, Meta, and Muddy Data - Panning for Enterprise Information Gold	Glen Hilford, <i>Access Sciences</i> Mike Grosvenor, <i>Access Sciences</i>	Business/Strategic	New Data Management Technologies

**Coffee Break 02:45 PM - 03:00 PM****In Perspectives 03:00 PM - 03:30 PM**

Title	Speakers	Audience	Track
 Big Data Analytics - Are You Creating a Data Swamp?	James Cerrato, <i>Adaptive, Inc.</i>	Business/Strategic	Big Data
 Data Governance and Data Modeling	Casey Gwozdz, <i>CA Technologies</i>	Intermediate	Modeling
 Data Governance for Today's Enterprise Architectures	Christian Bremau, <i>Meta Integration Technology, Inc.</i> John Friedrich, <i>Meta Integration Technology, Inc.</i>	Intermediate	Governance & Stewardship
 Intro on Drill: Self-Service Data Exploration and Nested Data Analytics on Hadoop	Keys Botzum, <i>MapR Technologies</i>	Intermediate	Hadoop
 The State of Data Today, Driving the Data Technology of Tomorrow	John Park, <i>IBM</i>	Intermediate	Business Intelligence and Analytics

**Room Change 03:30 PM - 03:45 PM****Conference Sessions 03:45 PM - 04:30 PM**

Title	Speakers	Audience	Track
 Successful Data Governance Through Best Practices	Michele V Koch, <i>Data Governance Professionals Organization</i>	Intermediate	Governance & Stewardship

 Legacy and Enterprise Modeling in an Agile Environment	Alain Knechtli, <i>Gap Inc.</i>	Intermediate	Modeling
 The Rise of Big Metadata	Malcolm D. Chisholm, <i>AskGet Inc</i>	Introductory	Big Data
 Event Data Modeling at Scale	Mark Herschberg, <i>Madison Logic</i>	Intermediate	Big Data Data Architecture NoSQL
 Clear Sight - Reengineering Your Data Management Program: A Case Study with Freddie Mac	Peter Presland-Byrne, <i>Freddie Mac</i> Jodi Morton, <i>Freddie Mac</i> Melanie Mecca, <i>CMMI Institute</i>	Business/Strategic	Enterprise Information Management (EIM)
 The Role of Data Governance in Identity Resolution	David N Plotkin, <i>EMC Global Services</i>	Intermediate	Master Data Management
 Financial Information Architecture for Regulatory Reporting	Leon Bernal, <i>Waterford Advisory Group, Inc.</i>	Business/Strategic	Data Architecture Data Strategy
 Business Answers and Insight Systems: An Open Source Perspective	Dan Andreescu, <i>Wikimedia Foundation</i> Dorin Andreescu, <i>GPSS</i>	Advanced	Business Intelligence and Analytics
 Smarter Data	Dave McComb, <i>Semantic Arts</i> Dave Duggal, <i>EnterpriseWeb</i> Idriss Mekrez, <i>MarkLogic</i> Sean Martin, <i>Cambridge Semantics</i>	Intermediate	New Data Management Technologies Smart Data

**Exhibits & Reception** 04:30 PM - 07:30 PM**CDMP Exam** 04:30 PM - 06:00 PM**CDMP Exam** 06:00 PM - 07:30 PM

Wednesday, 4/1/2015

**Special Interest Groups** 07:30 AM - 08:15 AM

Title	Speakers	Audience	Track
 Understanding the DMBOK through Modeling	Jeffrey Giles, <i>Sandhill Consultants</i>	Introductory	DAMA Modeling
 Fuzzy Hierarchical Tree Structure for Personnel Management Decision Support with Using Z-score Normalization	Faruk Gozoglu, <i>Turkish Naval War College</i>	Intermediate	Business Intelligence and Analytics Data Science
 Evaluating Quality of Clinical Data for Use in Healthcare Research	Christiana Boehmer, <i>HealthCore, Inc.</i>	Business/Strategic	Data & Information Quality

**Conference Sessions** 08:30 AM - 09:15 AM































Title	Speakers	Audience	Track
 The Changing Governance Landscape	Ian Rowlands, <i>ASG Software Solutions</i>	Intermediate	Governance & Stewardship
 Strategic Data Quality - Your Best Alternative to Failing at Perfection	Anthony J. Algin, <i>Chicago Transit Authority</i>	Introductory	Data & Information Quality
 Growing the Elephant: Tales from an Enterprise Data Model	Jeremy Posner, <i>Synechron</i>	Intermediate	Modeling
 Realizing an Enterprise Data Management Strategy & Architecture at Unum	Edwinna Bice, <i>Unum</i> David Fenton, <i>Unum</i>	Business/Strategic	Data Architecture Data Strategy
 Open Data Fundamentals	Deborah Henderson, <i>DA Henderson Consulting</i>	Introductory	Data & Application Integration
 Data as a Service - Concepts, Technology and Design Principles	Pushpak Sarkar, <i>New York Life Insurance</i>	Introductory	New Data Management Technologies
 So You've Inherited Some MDM. What Now?	William Brooks, <i>Mercer</i>	Business/Strategic	Master Data Management
 Follow the Logical Brick Road to the Intelligent Enterprise! A Brick by Brick Roadmap Traditional to Logical DW and Intelligent Enterprise	Luminita Vollmer, <i>Thrivent Financial</i>	Advanced	New Data Management Technologies
 Hadoop versus NoSQL Use Cases - A Customer Focused Perspective	Randy Secrist, <i>Basho Technologies</i>	Intermediate	Hadoop New Data Management Technologies NoSQL
 Data Operations - Operations Excellence Model	Darren Skott, <i>Standard and Poor's</i>	Intermediate	Management & Methods

**Semantics in Financial and Business Systems** 08:30 AM - 10:15 AM

Title	Speakers	Audience	Track
 The Road to Data Providence in the Financial World	Michael Atkin, <i>EDM Council</i>	Business/Strategic	Semantic Technology
 Semantics and Data Harmonization in Financial Services	Malcolm D. Chisholm, <i>AskGet Inc</i>	Business/Strategic	Semantic Technology
 Semantics in Action at Wiley	Peter Marney, <i>Wiley</i>	Business/Strategic	Semantic Technology
 The Finance Industry Business Ontology (FIBO)	Dennis Wisnosky, <i>EDM Council</i>	Introductory	Semantic Technology

**Conference Sessions** 09:30 AM - 10:15 AM

Title	Speakers	Audience	Track
 Using a Smart Data Platform at Intesa Sanpaolo Bank for Improved Operations, Customer Loyalty, and Risk Management	Massimo Ruffolo, <i>Altilia</i> Gian Marco Salcioli, <i>Banca IMI, the Investment Bank of Intesa Sanpaolo Group</i>	Intermediate	Big Data
 Powerful Machine Learning Anyone Can Do	Charlie Vollmer, <i>ML Engineering</i>	Advanced	Data Science NoSQL Smart Data
 Implementing a Data Quality Strategy within Enterprise Data Management	Dennis Manieri, <i>AmeriHealth Caritas Family of Companies</i>	Business/Strategic	Data Strategy
 Doing the Metadata Mind Meld: Strategies for Cross-Functional Operationalization	Joy L. Medved, <i>Paradata Consulting, LLC</i>	Intermediate	Metadata
 Finding Value in Big Data	Kenneth Viciano, <i>Equifax</i>	Business/Strategic	Data Strategy
 Current State of Distributed Data Computing Platforms	Srini Penchikala, <i>InfoQ</i>	Intermediate	Big Data NoSQL
 Data Governance 2.0 - Moving from Tactical Data Governance to Strategic Data Governance for Competitive Advantage	Michael G Miller, <i>HSBC</i>	Business/Strategic	Governance & Stewardship
 National Instrument's Digital Transformation with Product MDM	Margie Eddy, <i>National Instruments</i> Kyle Klufa, <i>National Instruments</i>	Business/Strategic	Master Data Management

 Designing For Performance or How I Learned To Stop Worrying and Love My DBA	Thomas LaRock, <i>Solarwinds</i>	Technical (may include code)	Modeling
<b>Coffee Break</b> 10:15 AM - 10:45 AM			
<b>Conference Sessions</b> 10:45 AM - 11:30 AM			
<b>Title</b>	<b>Speakers</b>	<b>Audience</b>	<b>Track</b>
 Modeling with Document Databases: 5 Key Patterns	Dan Sullivan, <i>DS Applied Technologies LLC</i>	Technical (may include code)	Modeling NoSQL
 How Leading Firms Govern Data-In-Motion To Help Win The Digital Enterprise Race	Mike Gilpin, <i>digitalML</i>	Intermediate	Governance & Stewardship
 Applying Data Status and the Danger of Overloading – A Lesson Learned	Lisa Cutler-Farwig, <i>Schlumberger</i>	Introductory	Data & Information Quality
 Evaluating Data Modelling Tools? Helping You to Decide	Christopher Bradley, <i>FromHereOn</i>	Intermediate	Modeling
 Visualize This: The Art of Data Storytelling	Kimberly Nevala, <i>SAS Best Practices</i> Bree Baich, <i>SAS</i>	Business/Strategic	Business Intelligence and Analytics
 How to Build and Deploy a Successful Enterprise Information Management Strategy	Lori T DeNoble, <i>Thrivent Financial</i>	Business/Strategic	Enterprise Information Management (EIM)
 Business-led Prioritization - Right First Time	Olwyn R Crutchley, <i>Ministry for Primary Industries</i>	Introductory	Governance & Stewardship
 Protecting Your Personal Data From Theft	Ashley Marie Wilson, <i>Independent</i>	Introductory	Management & Methods
 Creating Requirements for Master Data Management Projects	Luda Shuster, <i>NetApp</i>	Intermediate	Master Data Management
 Transforming the Logical Model to a Physical Database Design	Christine S Kress, <i>Lowe's Companies</i>	Intermediate	Modeling
<b>Semantics in Financial and Business Systems (continued)</b> 10:45 AM - 12:30 PM			
<b>Title</b>	<b>Speakers</b>	<b>Audience</b>	<b>Track</b>
 Should Semantics Be Part of Your Data Strategy?	David Kowalski, <i>First San Francisco Partners</i>	Introductory	Semantic Technology
 Agile Enterprise Ontology	Dave McComb, <i>Semantic Arts Inc.</i>	Intermediate	Semantic Technology
 Making Reference Data More Meaningful: Benefits of a Semantic Standards-based Approach	Scott Henninger, <i>TopQuadrant, Inc</i>	Intermediate	Governance & Stewardship Semantic Technology
<b>Conference Sessions</b> 11:45 AM - 12:30 PM			
<b>Title</b>	<b>Speakers</b>	<b>Audience</b>	<b>Track</b>
 DevOps Practices for the Database Team	Pramod Sadalage, <i>Thoughtworks Inc</i>	Technical (may include code)	Agile Data
 Data Virtualization: A Game Changer for Intel	Stacie Hall, <i>Intel Corporation</i> Atul Borkar, <i>Intel Coporation</i>	Intermediate	Data & Application Integration
 Data Privacy through the Data Governance & Information Quality Lens	Daragh O Brien, <i>Castlebridge Associates</i>	Business/Strategic	Governance & Stewardship
 Understanding the New World of Cognitive Computing	Steve Ardire, <i>Steve Ardire</i> Adrian Bowles, <i>STORM Insights</i> James Kobielus, <i>IBM</i> Matt Sanchez, <i>Cognitive Scale</i>	Introductory	Data Science New Data Management Technologies Smart Data
 Near-Real-Time Analytics and Big Data	Mark Uksusman, <i>eBay, Inc</i>	Intermediate	Big Data Business Intelligence and Analytics Data Architecture
 DMBOK2 2015: An Overview	Deborah Henderson, <i>DA Consulting LTD</i> Patricia Cupoli, <i>Edmonds Community College</i> Sanjay Shirude, <i>Accel BI</i>	Introductory	DAMA
 Unlocking the Value and ROI of Data Governance Initiatives in Finance Organizations	Fred Hargrove, <i>MorganFranklin Consulting</i> Geoffrey Harkness, <i>MorganFranklin Consulting</i>	Business/Strategic	Governance & Stewardship
 Case Study: Using Agile Data Architecture to Build the INC Research Enterprise Data Model	Mark Ouska, <i>INC Research, LLC</i>	Business/Strategic	Agile Data Data Architecture
 The Master Data Marketplace: A Model for MDM Success	Frank Cerwin, <i>McDonald's</i>	Intermediate	Master Data Management
<b>Lunch</b> 12:30 PM - 01:00 PM			
<b>Coffee, Dessert and Conversations on the Exhibit Floor</b> 01:00 PM - 01:45 PM			
<b>Exhibits</b> 01:00 PM - 04:00 PM			
<b>Professional Growth Sessions</b> 02:00 PM - 02:45 PM			
<b>Title</b>	<b>Speakers</b>	<b>Audience</b>	<b>Track</b>
 9 Drawings Every Data Worker Should Be Able to Whiteboard	Gwen Thomas, <i>The World Bank Group</i>	Intermediate	Management & Methods
 A Data Governance Exercise: An Individual Effort vs a Team Effort	Mark R Horseman, <i>Vecima Networks</i>	Introductory	Governance & Stewardship
 Sleeping While the Wind Blows: Lessons from Real-Life Disasters for IT Professionals	Adrian Porter, <i>1-800 CONTACTS</i>	Introductory	Management & Methods
 Data Careers: Where are We Now, Where are We Headed?	Steven Miller, <i>IBM</i> Harlan Harris, <i>The Education Advisory Board</i> Marc Teerlink, <i>IBM Watson Group</i> Peter Aiken, <i>Data Blueprint</i>	Business/Strategic	DAMA
<b>Semantics in Financial and Business Systems (continued)</b> 02:00 PM - 03:30 PM			
<b>Title</b>	<b>Speakers</b>	<b>Audience</b>	<b>Track</b>
 Utilizing Semantic-Based Technologies for the DoD Information Network (DoDIN) Big Data	Eric Riutort, <i>Defense Information Systems Agency</i>	Intermediate	Semantic Technology
 LEI Resolver and Global LEI URI Identifier POC	Randall Coleman, <i>Wizdom Systems Inc.</i>	Intermediate	Semantic Technology
 How the Consumer Finance Protection Bureau is Using Data	Linda Powell, <i>Consumer Finance Protection Bureau</i>	Business/Strategic	Semantic Technology
<b>CDMP Exam</b> 02:00 PM - 03:30 PM			
<b>Ice Cream Social &amp; Prize Drawings</b> 02:45 PM - 03:45 PM			
<b>Keynote</b> 04:15 PM - 05:15 PM			
<b>Title</b>	<b>Speakers</b>	<b>Audience</b>	<b>Track</b>










 You CAN Take It With YouGraeme C. Simson, *International Best-selling Novelist (and former data modeler)*

Business/Strategic

Management &amp; Methods

Thursday, 4/2/2015


**Conference Sessions 08:30 AM - 09:15 AM**

Title	Speakers	Audience	Track
 Why You Care About Relational Algebra (Even Though You Didn't Know It)	Julian Hyde, <i>Hortonworks</i>	Technical (may include code)	New Data Management Technologies NoSQL
 The Practicalities of Building and Implementing an EDW in Data Vault	Gabrielle Harrison, <i>RMIT University</i>	Intermediate	Business Intelligence and Analytics
 Guidelines for Developing Data Governance in the World of Big Data	Wayne R Applebaum, <i>Avalon Consulting, LLC</i>	Business/Strategic	Governance & Stewardship
 Graph Databases for Enterprise Metadata	Jeremy Posner, <i>Synechron</i>	Intermediate	Metadata NoSQL
 Systems of Engagement and Integrated Insights: How CRM, MDM, and BI Solutions are Coming Together	Mehmet Orun, <i>Salesforce.com</i> Alan S. Dray, <i>Salesforce.com</i>	Intermediate	Master Data Management
 The Semi-Structural Model – A Missing Effort of 'Data Modeling' in Its Broader Sense	Ben Hu, <i>DAMA China</i> Yuvaraj Raghuvir, <i>SAP</i>	Advanced	New Data Management Technologies
 IQScoring: How to Assess and Advance Information Quality in Your Organization	Rodney Schackmann, <i>Intel</i>	Business/Strategic	Data & Information Quality
 From Master Data Management to Model and Knowledge Management	Igor Ikonnikov, <i>Manulife Financial</i>	Business/Strategic	Enterprise Information Management (EIM)
 Data Modeling and Design Throwdown (Double Session)	Karen Lopez, <i>InfoAdvisors</i> Thomas LaRock, <i>Solarwinds</i>	Intermediate	Modeling



**Coffee Break 09:15 AM - 09:30 AM****Conference Sessions 09:30 AM - 10:15 AM**

Title	Speakers	Audience	Track
 Case Study of the DMM: Protecting Your Economy with Data Management	Kenneth Lamar, <i>Federal Reserve Bank of New York</i> Melanie Mecca, <i>CMMI Institute</i>	Intermediate	Data & Information Quality
 Registry Platform – a New Category of Information Management System	Ron Lake, <i>Galdos Systems Inc.</i>	Business/Strategic	New Data Management Technologies
 Enterprise Data Integration Based on an Enterprise Logical Data Model and Service Oriented Architecture	Xinhua Deng, <i>Freddie Mac</i> Jeff Huang, <i>Freddie Mac</i>	Intermediate	Data & Application Integration
 Master Data Management Design Patterns	Daniel Paolini, <i>Philadelphia Department of Behavioral Health and disABILITY Services</i>	Advanced	Master Data Management
 Data Quality for Geographic Information Systems (GIS)	Yoko Myers, <i>County of Los Angeles</i> Dan Myers, <i>Farmers Insurance</i>	Introductory	New Data Management Technologies
 Design Thinking for Data Governance	Marcel Jemio, <i>Treasury/Fiscal Service</i>	Business/Strategic	Governance & Stewardship
 Reference Data - A Case Study	Diane Rollinson, <i>Blue Cross Blue Shield Association</i>	Business/Strategic	Enterprise Information Management (EIM)
 Out of the Stoned Ages - Using Analytics for Cannabis	Rob Rusher, <i>On3 Software</i>	Business/Strategic	Business Intelligence and Analytics
 Data Modeling and Design Throwdown (Double session continued)	Karen Lopez, <i>InfoAdvisors</i> Thomas LaRock, <i>Solarwinds</i>	Intermediate	Modeling

**Room Change 10:15 AM - 10:30 AM****Closing Keynote 10:30 AM - 11:45 AM**

Title	Speakers	Audience	Track
 Data Security Strategy	Justin Lindsey, <i>FBI and Department of Justice</i>	Business/Strategic	Data Strategy Governance & Stewardship

**Break for Lunch - Note that Lunch will NOT be served this day 11:45 AM - 01:00 PM****Advanced Seminars (continue to Friday morning) 01:15 PM - 04:30 PM**

Title	Speakers	Audience	Track
 S1: Building a Modern Analytics Platform with Hadoop and Spark	Vladimir Bacvanski, <i>SciSpike</i>	Intermediate	Big Data NoSQL
 S2: Evaluating and Modeling NoSQL and SQL Databases	Mike Bowers, <i>LDS</i>	Advanced	Modeling NoSQL
 S3: Advanced MDM: Enterprise Integration to Move MDM to the Next Level	David Loshin, <i>Knowledge Integrity</i>	Advanced	Master Data Management
 S4: Increasing Project Success Through Data Quality and Governance	Danette McGilvray, <i>Granite Falls Consulting Inc.</i>	Intermediate	Data & Information Quality Governance & Stewardship Management & Methods

Friday, 4/3/2015

**Seminars and Workshops (continuing from Thursday) 08:30 AM - 11:45 AM****Coffee Break 10:00 AM - 10:15 AM**

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