DEREK STRAUSS

HAMID BENBRAHIM

ARTIFICIAL INTELLIGENCE, MACHINE LEARNING AND DATA MANAGEMENT

ONLINE LIVE STREAMING

APRIL 18-19, 2024
DUE TO TIME ZONES, THIS CLASS WILL TAKE PLACE IN 2 AFTERNOONS
FROM 2 PM TO 6 PM ITALIAN TIME

info@technologytransfer.it
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ABOUT THIS SEMINAR

Today, many organizations are dabbling in Data Science, Machine Learning and Artificial Intelligence, without a clear understanding of the underlying dependencies on a robust Data Strategy.

On the flipside of the coin, many of those same organizations are undergoing data-driven transformation and change management efforts to digitize their processes, without a clear vision of how AI/ML and advanced Data Science fit into the picture.

So, how do you develop a data-driven transformation culture, and become a change leader, enhancing the competitive advantage of your organization, while at the same time making strategic use of Data Science, Machine Learning and Artificial Intelligence?

Leadership needs to refocus on creating an integrated AI & Data Strategy.

This seminar addresses the key issues involved in achieving just that.

WHO SHOULD ATTEND

This course is intended for any role involved in the planning and implementation of an integrated Artificial Intelligence & Data Management Strategy including:

• Executive Stakeholders - AI/ML & Data
• Data & Analytics Leaders
• Data Scientists
• Business Technology Partners
• Business Analysts
• Enterprise Architects
• AI/ML & Data Architects

WHAT YOU WILL LEARN

• The characteristics of AI/ML, together with their broader Data Management ecosystem depen-dencies
• The Critical Success Factors for deploying AI/ML in your organization
• How to realize sustained business value from your AI/ML investments through a comprehensive, integrated AI & Data Strategy
• How to use Organizational Change Management and the G7S Framework to embed AI/ML into the culture of the organization (for business and technology teams alike)
• Building an integrated AI & Data Capability - What? Why? And Why Now?
• Data Ethics, Privacy and Security
• Designing a Robust Long-term Architecture

OUTLINE

1. Introduction to Advanced Data Science, Machine Learning and Artificial Intelligence

Within the context of a framework for human-AI collaboration, we describe the latest in Data Science and Modeling Methodologies, and their ability to formulate and solve problems. Particular attention is paid to practical, efficient, and statistically sound techniques (including the latest tools for mining frequent patterns, and unsupervised Machine Learning techniques of clustering, etc.), and estimates of their utility. We'll also describe best practices for planning, building, and deploying such collaborative systems.

2. Building an Integrated AI & Data Capability - What? Why? And Why Now?

"AI and Data" should be recognized as a key, integrated enterprise capability, which should support and enable all the other enterprise capabilities. An Enterprise Capability Map is a good starting point, using overlays to highlight those areas of the business that need the most urgent attention, and enabling the achievement of the highest-ranking business goals. This Enterprise Capability Map in turn should drive the AI & Data Capability Map.

3. Ensuring Sustainable Business Value

Beware of putting all efforts into short-term wins and neglecting the longer-term vision. It is imperative to lay the foundation for the ultimate vision, and to develop all the requisite infrastructure

4. Developing your AI & Data Strategy

The Strategy should address several aspects, including:
• Accessible, accurate and actionable data
• A Data Architecture that is flexible and scalable
• Better governance and controls around the data to ensure continuous improvement of enterprise data resources
• Synthetic data for speed, security and scale
• Combining people and technology to provide optimal customer service and value
• Using AI to develop more relevant products, services, and experiences
• Reconfiguring the workforce to support an innovative AI & Data-driven culture

5. The Gavroshe 7 Streams Playbook – Using Accelerators to Launch your AI & Data Program:

• Data Governance - establishing the Data Governance Council, Data Policy and the Data Stewardship process
• Data Architecture - establishing a Data Reference Architecture and the Data Modeling process
• Data Asset Development - iteratively plan, design, develop and deliver enterprise-class Data Assets
• Data Quality - profile, map and cleanse Critical Data Elements
• Data Context - develop a Business Glossary and Data Lineage
• Data Analytics - including Advanced Analytics, Data Science, Machine Learning and Artificial Intelligence
• Infrastructure - manage the Information Life Cycle of Corporate Data Assets and manage AI & Data Platforms

Examples are provided of Play Cards and Templates, embedded in the Playbook, which can be used to accelerate the creation of the relevant AI & Data Capabilities.

6. Data Ethics, Privacy & Security

These are key topics for today's AI & Data Executive, and they need to be addressed in collaboration with the Chief Privacy Officer and the Chief Information Security Officer.

We will briefly discuss:

• Ownership - Individuals own their own data.
• Transaction Transparency - If an individual's personal data is used, they should have transparent access to the algorithm design used to generate aggregate data sets
• Consent - If an individual or legal entity would like to use personal data, one needs informed and explicitly expressed consent of what personal data moves to whom, when, and for what purpose from the owner of the data.
• Privacy - If data transactions occur all reasonable effort needs to be made to preserve privacy.
• Currency - Individuals should be aware of financial transactions resulting from the use of their personal data and the scale of these transactions.
• Openness - Aggregate data sets should be freely available
• Algorithm Transparency - Inclusiveness/exclusiveness of certain sectors of the population based on use of Algorithms

7. Managing the Organizational Change, Measuring Success, and Ensuring Sustained Business Value

Establishing a new AI & Data Team and introducing an organization-wide AI & Data Initiative requires a well-thought-out OCM strategy. Most OCM models set forth at least four stages of change; various labels have been given to each of these stages, but the essence of each stage is described below:

• AWARENESS - "I hear that a change is coming, and excitement is in the air"
• UNDERSTANDING - "I am learning about how the change will affect me"
• ACCEPTANCE - "I can see the need for the change, and I am buying into it"
• OWNERSHIP – "I am part of the change, and I am jointly responsible for weaving it into the fabric of the organization going forward"

It is imperative to adopt a formalized approach to OCM, and we recommend using the models of John Kotter1 and Patrick Lencioni2 to map out a comprehensive change journey for the organization.

AI & Data Initiatives, especially during their start-up years, involve significant effort to address the root causes of deficiencies in data accuracy, accessibility and actionability. There is a high risk that these efforts, over time, become perceived as non-value-add by the stakeholders. Successful leadership of such an initiative requires a constant radar scan for opportunities to deliver incremental business value (ideally every quarter). A thorough communications plan needs to be built, emphasizing incremental business value delivery at regular intervals.

SPEAKERS

Derek Strauss Founder, CEO and Principal Consultant of Gavroshe. Former Chief Data Officer at TD Ameritrade for approximately 5 years; was responsible for Data Governance, Data Science & Advanced Analytics, Data Architecture & Management, and Development and Maintenance of Enterprise-class Data Assets.

A career of over 3 decades, mainly in the Data Management and Information Resource Management (IRM) fields. Established Office of the CDO, Data Resource Management, Architecture and IRM Functions in multiple large Corporations. Established and managed numerous enterprise programs and initiatives in the domains of Big Data, Advanced Analytics, Business Intelligence, Data Warehousing, Data Quality Improvement and IRM. Bill Inmon's Corporate Information Factory and John Zachman's Enterprise Architecture Framework have been the foundational cornerstones of the above work.

Served as VP Programs for DAMA SW Ohio. Active member of MIT's Chief Data Officer Roundtable and Forum, and Founding Member of the International Society of Chief Data Officers. Co-authored DW 2.0: The Architecture for the Next Generation of Data Warehousing Inmon, Strauss and Neushloss (Book published 2008 by Morgan Kaufman, Series in Data Management Systems).

Hamid Benbrahim He is Head of Data and AI at Thomas, the primary source for industrial sourcing the US and Canada. He is leading the transformation of Thomas Publishing into a data business, developing new financial indexes and alternative data products for the financial industry, streamlining data operations, and deploying AI and analytics capabilities for sales, marketing, and operations.

His experience in the financial industry spans over a decade advancing investment management and systemic risk strategy with Big Data, Machine Learning, and systems thinking. He held senior leadership roles at Natural Numerix, as CEO, TD Ameritrade as Chief Data Scientist, and Fidelity as head of Applied Complexity Research leading business areas in systemic risk and data driven strategy. Earlier in his career Hamid assumed a number of business operations and technology leadership roles in Telecom at Verizon in the US and Internationally.

He holds an MBA in Finance from Columbia Business School, and a PhD in Engineering and Machine Learning from the University of New Hampshire. He holds a patent on dynamic call routing and filed 9 patents in financial services and communications.

Dr Benbrahim is a frequent speaker on a number of complex topics including financial risk, market dynamics, and AI.

INFORMATION

PARTICIPATION FEE

€ 750

The fee includes all seminar documentation.

SEMINAR TIMETABLE

2.00 pm - 6.00 pm (Italian Time)

HOW TO REGISTER

You must send the registration form with the receipt of the payment to:
info@technologytransfer.it

TECHNOLOGY TRANSFER S.r.l.
Piazza Cavour, 3 - 00193 Rome (Italy)

PAYMENT

Wire transfer to:
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GENERAL CONDITIONS

DISCOUNT
The participants who will register 30 days before the seminar are entitled to a 5% discount.
If a company registers 5 participants to the same seminar, it will pay only for 4.
Those who benefit of this discount are not entitled to other discounts for the same seminar.

CANCELLATION POLICY
A full refund is given for any cancellation received more than 15 days before the seminar starts. Cancellations less than 15 days prior the event are liable for 50% of the fee. Cancellations less than one week prior to the event date will be liable for the full fee.

CANCELLATION LIABILITY
In the case of cancellation of an event for any reason, Technology Transfer's liability is limited to the return of the registration fee only.

DEREK STRAUSS
HAMID BENBRAHIM

Artificial Intelligence, Machine Learning and Data Management

Aprile 18-19, 2024

Registration fee:
€750

If registered participants are unable to attend, or in case of cancellation of the seminar, the general conditions mentioned before are applicable.

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