

August 15 – 16, 2011
San Francisco, CA

 Gateway Management, Inc.

Data Management

planning & analysis 2011

Master Data Management
Data Preparation for Analytics
Data Governance Planning and Analysis
Enterprise Information Integration
Data Quality Analysis
Lean Data Management

510-984-3620 ♦ www.gmi-solutions.com



Earn 12 CPE Credits

Program Agenda



Monday, August 15th; Day One

8:00 am Registration and Orientation

8:30 am **Keynote:**
Leverage Master Data Management
Opportunities and risks for adopting Master Data Management
Steve Gonzales, Director of Process Architecture at **Brocade Communications**



9:45 am **Keynote:**
Competitive Advantage through Data Management
Enabling business strategy with effective data management
Terry Jabali, Chief Information Architect at **Applied Enterprise Dynamics, Inc (AED)**



11:00 am **Data Quality Analysis**
Testing methods for optimal data quality
Paru Mahesh; Data Quality Manager at **Riverbed Technologies Inc**



Noon Lunch and Networking Break

1:00 pm **Data Consolidation and Aggregation**
Reduce time and improve accuracy of data collection
John Zacharakis, Data Manager at **Actelion**



2:15 pm **Data Preparation for Analytics**
Process plan to transition raw data to actionable results
March Liao, Sr. Business Intelligence Program Manager at **NetApp**



3:30 pm **Data Process Improvement**
Data aggregation for planning & analysis
AI Adamsen, Founder and Managing Partner, **People-Centered Strategies, LLC**



4:30 pm Adjourn

4:30 pm ❖❖ **Networking Reception** ❖❖
Two hour networking reception: Enjoy a drink and network with colleagues at the Palace Hotel in San Francisco



Program Agenda

Tuesday, August 16th; Day Two

8:00 am Registration and Orientation

8:30 am **Keynote:**
Data Governance Planning and Analysis
Ensure consistent and proper data handling across the organization
Kira Chuchom, Data Management Strategist & Evangelist at **Cisco Systems**



9:45 am **Baseline Data Assessment**
Create an evidence-based foundation for data governance
Bartev Vartanian, Ph.D., Principal at **Dataspora**, Owner at **Bartev Vartanian Consulting**



11:00 am **Defining Data Ownership**
Establish roles and responsibilities for data owners and end users
Masha Bykin, Data Governance Specialist at **AAA NC**



Noon Networking break, lunch and open gallery

1:00 pm **Data Privacy and Security**
Role of Data Masking in enterprise security and privacy assurance against insider breaches and compliance with data-centric regulations
Rao Charagondla, Manager, CIO Advisor at **Pricewaterhouse Coopers**



2:15 pm **Enterprise Information Integration**
Harness data assets to promote better strategic planning and drive execution
Anjan Dutta; Director, Enterprise Applications at **BioMarin Pharmaceuticals Inc.**



3:30 pm Adjourn



Palace Hotel
2 Montgomery Street
San Francisco, CA 94105