



ForwardLeading

# Data & Analytics Leaders Summit Agenda



April 24th - 25th 2019



The Suntec Convention & Exhibition Centre, Singapore



# Day 1: April 24th 2019

08.00  
-  
08.50

Registration

08.50  
-  
09.00

Chairperson Overview



**Mansoor Tirmzi**

*Former CFO, Singapore, HSBC*

09.00  
-  
09.45

Managing Information in Marketing - Using Deep Learning to Overcome Privacy and Scalability Challenges



**Kishore Parthasarathy**

*Head of Marketing Science, Facebook*

Customer privacy is becoming an increasingly important topic for marketers.

Recent high profile hacks of databases containing sensitive customer information, and the growing need to build data infrastructures sufficient to support analysis of "big" data, present nontrivial obstacles to researchers seeking to utilise individual level customer data from firms. In this presentation the speaker will show that recent developments in machine learning may enable researchers to transfer models, instead of data, as a potential alternative to the process of anonymising and sampling customer data for release.



## Day 1: April 24th 2019

09.45

10.30

### Personalising Brand Communications



**Vinay Sharma**

*SVP, Personalisation & Strategic Analytics Initiatives, DBS*

The practices of connecting with customers individually and sending personalised messages to boost customer engagement have both featured prominently in the customer and brand management. However, many of these customisations still rely on information related to customers' demographics and past behaviours. While the identification of individual differences based on consumer personality indicators has received relatively less attention in the marketing field, social science and psychology studies have highlighted the importance of personality in the context of interpersonal communication.

In this presentation the speaker will explore how brands can deliver personalised communications catering to their consumers' personalities in order to enhance customer engagement on social media. By tracking brand-initiated communication and user-level communication history on social media.

10.30

11.00

### AM Coffee Break



## Day 1: April 24th 2019

11.00 - 11.30	<b>Combining Big Data and Small Data to Fully Understand Your Customers</b>   <b>Siddharth Sankhé</b> <i>Director, Consumer Insights, Nielsen</i>  This presentation is centred about Nielsen's Big Data and Small Data combined approach in reaching a deep and comprehensive understanding of customers.
11.30 - 12.00	<b>Using Big Data for Hyper-personalized Banking Experience</b>   <b>Girish Sundaram</b> <i>Technology Director, Retail Data Analytics, Standard Chartered</i>  Understand how banks can use a unified data platform to provide a comprehensive customer 360 view, resulting in fine tuned campaign management, orchestration and media spend optimization using both structured and unstructured data.
12.00 - 12.30	<b>Fireside Chat with Asim: Improve Customer Engagement with AI-powered Image Analysis</b>   <b>Asim Qureshi</b> <i>Chief Technology Officer, Kodakit</i>  KODAKIT (a Kodak Company) is providing advanced technical services to businesses in the field of digital imaging. Asim and his team is building advance deep learning algorithms and AI to analyse images, use images to improve customer engagement, monetise images and also give insight to our partner about how digital images impact their customers.
12.30 - 14.00	<b>Lunch Break</b>



## Day 1: April 24th 2019

14.00 - 14:30	<p><b>Develop Value-driven Pricing Strategies</b></p> <p> <b>Samir Kagrana</b> <i>Head of Strategic Pricing, Partnering and Business Account Management, APAC, QuintilesIMS</i></p> <p>In this presentation Samir will share how to develop successful pricing strategies with the insights provided by data and analytics, as well as how pricing strategies in turn bring up new requirements toward pricing analytics to realise integrated value-driven operation and management.</p>
14:30 - 15:10	<p><b>Panel Discussion: Data Intelligence for Decision Making in Revenue and Operational Management</b></p> <p> <b>Nilesh Shah</b> <i>Director, Data &amp; Analytics, Johnson &amp; Johnson</i></p> <p> <b>Aylin Aydin</b> <i>Director, Commercial Operations, Southeast Asia and the Pacific, Radisson Hotel Group</i></p> <p> <b>Nilesh Shah</b> <i>Director, Data &amp; Analytics, Johnson &amp; Johnson</i></p> <p> <b>Alex Gapper</b> <i>Head of Commercial Excellence, APAC, Johnson &amp; Johnson</i></p> <p> <b>Albert Lee</b> <i>Global Head of Revenue Growth Management Fonterra</i></p> <p>This panel brings both data analytics and revenue and operational leaders together for a cross-functional discussion on how data intelligence can help to make the best decision in day-to-day strategy formulation and management. It will be an in-depth and inspiring talk since speakers are from multiple departments of many industries with diverse angels and experiences.</p>
15.10 - 15.40	<p><b>PM Coffe Break</b></p>



# Day 1: April 24th 2019

15.40 - 16.10	<p><b>View Data-driven Financial Planning through the Lens of CFO</b></p> <p> <b>Neeraj Singhal</b> CFO, Asia Pacific, <i>BCD Travel</i></p> <p>Analytics is an essential and powerful tool for financial leaders to eliminate noise and reach the core of financial planning. In this presentation the speaker will share the view perceiving the data analysis in the financial work. What are the challenges and pitfalls? Suggestions to make data actionable in financial planning, and how to achieve cross-functional integration, etc..</p>
16.10 - 17.00	<p><b>View Data-driven Financial Planning through the Lens of CFO</b></p> <p> <b>Neeraj Singhal</b> CFO, Asia Pacific, <i>BCD Travel</i></p> <p> <b>Deepak Chandran</b> CFO, MTU Asia, <i>Rolls Royce Power System</i></p> <p> <b>Deepak Chandran</b> CFO, <i>Wipro Consumer Care</i></p> <p> <b>Mansoor Tirmzi</b> Former CFO, Singapore, <i>HSBC</i></p> <p>Gaining significant cost advantages not only calls for the adoption of advanced data technologies, but also data mindsets for financial leaders. In this panel, CFOs from different industries will share with us their data approaches in financial planning. What are the merits and pain points? What kind of data people and analysts can best serve the needs of financial planning? What are their attitude and foresights on predictive financial planning empowered by rapidly growing machine learning and AI technologies?</p>
17.00 - 19.00	<p><b>Networking Drinks &amp; End of Day 1</b></p>



## Day 2: April 25th 2019

08.00 - 08.50	<b>Registration</b>
08.50 - 09.00	<b>Chairperson Overview</b>
09.00 - 09.45	<p><b>COOgle – Analytics for Everyone</b></p> <p> <b>Hemanth Prabakaran</b> <i>Head of Data, Business Integration &amp; Analytics (BIA), Standard Chartered Bank</i></p> <p>With more than 1,200 branches across 70 countries, it's critical for senior leadership at Standard Chartered Bank to be empowered with the data and insights needed to run on business. They need to fully understand their operational data, but they often lack the right insights. Tapping the enormous volume of data to improve operations is both a blessing and a curse. Getting the insight from the data can dramatically reduce costs and operate more efficiently. Conversely, if we cannot get insight from data, then we are making business decisions on a fraction of the information available to us.</p> <p>Advancements in Big Data, Self-Service Analytics, Natural Language Processing (NLP) is key to solving this challenge and SCB has started to provide end users with this technology. Today, with the help of NLP integrated with the organisation's data lakes, the company's executives can simply ask for data and information and receive answers audibly, no clicks required.</p> <p>Attend this session to learn how SCB:</p> <ul style="list-style-type: none"><li>-Built a business data lake solution that leverages Big data technology to centralise operational data</li><li>-Is transforming the user experience for data insights with Self-Service Analytics</li><li>-Uses Natural language to empower end users to find answers with no clicks required</li></ul>



## Day 2: April 25th 2019

09.45 - 10.30	<p><b>Building a Data Culture: Relearning, Revitalizing and Developing an Analytics Ecosystem to Drive Commercial Performance</b></p> <p> <b>Arohi Deshpande</b> <i>Analytics &amp; Market Intelligence Lead, ASEAN, Signify</i></p> <p>The talk will center around building the data culture and ecosystem. This will encompass how to develop the strategy and aspects of cross collaboration with multiple teams.</p>
10.30 - 11.00	<p><b>AM Coffee Break</b></p>
11.00 - 11.30	<p><b>Artificial Content: Looking at the Future of AI and Chatbots</b></p> <p> <b>Prashant Saxena</b> <i>Head of Insights &amp; Innovation, S.E.Asia, isentia</i></p> <p>This talk will mainly focus on the following:</p> <ul style="list-style-type: none"><li>- Combining AI with big data and natural language processing</li><li>- Leveraging on automated tools to create and curate better content</li><li>- Streamlining digital and social activity</li></ul>
11.30 - 12.00	<p><b>NTUC Link's Journey to Customer Engagement Powered by Technology and Data Science</b></p> <p> <b>Kevin Oh</b> <i>VP, Head of Customer and Digital Analytics, NTUC Link</i></p> <p>NTUC Link operates Plus!, one of Singapore's leading loyalty and rewards programs connecting over 2 million members to merchants offering everyday deals across online and offline channels.</p> <p>A key component in Link's digital transformation is the use of tech and data science to track, understand, model and personalize the customer journey for Plus! members. Kevin will shed light on how Link is shaping its own journey to better customer engagement, covering tech building blocks, insights generation, and deployment of automated campaign management and decisioning tools powered by propensity and recommendation engines.activity</p>



## Day 2: April 25th 2019

12.00 - 12:30	<p><b>Marketing Effectiveness and Efficiency Quantified</b></p> <p> <b>Adriann Nel</b> <i>Associate Director, Marketing Effectiveness Analytics, Nielsen</i></p> <p>Marketing leaders not only need to identify the impact of marketing and strategic initiatives, but also need to understand why is this happening. Through quantifying the marketing effectiveness and efficiency, the pattern buried beneath will be extracted with clarity and support decision making in the future decision making.</p>
12.30 - 14.00	<p><b>Lunch Break</b></p>
14:00 - 14:30	<p><b>Thoughts on Building Blocks for Successful AI Roll-Out</b></p> <p> <b>Chi Keong Goh</b> <i>AI Technical Director, Yoozoo Games</i></p> <p>Digitalization and AI are probably right at the top of every companies business agenda and much resources have been and will continue to be invested. We hear of new interesting AI breakthroughs and initiatives seemingly every other day! However any successful AI roll-out is much more than the technology itself. In this talk, the speaker will share his thoughts on key ingredients to success.</p>
14:30 - 15:00	<p> <b>Jiuyu Zhou</b> <i>Director, Consumer &amp; Market Insights Director, 6Estates</i></p> <p>Jiuyu leads a team of four insight researchers and data analysts to deliver data-driven insights to clients. Working closely with Data Scientist team to design AI-powered research methodologies makes herself an Ai-driven analyst. She will explore why is AI technologies so pivotal getting the accurate understanding of customers.</p>
	<p><b>More sessions to be added...</b></p>

# Contact Us

Singapore's most exclusive and influential Data and Analytics Leaders conference is coming for 2019! Take your place alongside over 100 data leaders, analysts, AI researchers and executives who are redesigning the landscape of technology in business.

We believe true innovation comes from changing perspectives. Our speakers are hand-picked for their expertise, experience and influence in data, technology or strategy, from a wide range of industries.

---

For Speaking Opportunities

**Pearl Cheng**

Head of Events

[pcheng@forwardleading.co.uk](mailto:pcheng@forwardleading.co.uk)

---

For Marketing Cooperations

**Johanna Wong**

Marketing & Strategy

[marketing@forwardleading.co.uk](mailto:marketing@forwardleading.co.uk)

---

For Sponsorship and Delegate Tickets

**Allan Ma**

Event Manager

[allan@forwardleading.co.uk](mailto:allan@forwardleading.co.uk)



**ForwardLeading**