

📅 14th - 16th May 2025

📍 Vienna



JAHRE
BUSINESS CIRCLE

BUSINESS
circle

Master the digital future: Become a data professional who shapes decisions and successfully transforms companies.

Certified Data Management Officer



In the Data Management course, you will gain a comprehensive understanding of key concepts in data management. You will recognize the value of your company's data and learn ethical handling.

The practical development of data-driven use cases and teamwork to solve specific challenges ensure a high level of practical transfer.

COURSE LEADER



Karl Ivo Sokolov
SPG Data

STRUCTURE

The course combines 3 in-person days with 5 virtual units to offer flexibility and intensive knowledge exchange. This structure promotes both personal interaction and self-directed learning.

This combination of fixed and flexible parts is ideal for professionals who want to deepen their skills in data management.

WELCOME data management officers to the course!

YOUR BENEFITS

- You will have the necessary terminology in the field of data management.
- You will know the value creation of your company's data.
- You will be able to identify the data lifecycle and associated processes.
- You will know how to handle your data ethically.
- In the course, you will develop and discuss data-driven use cases.
- Through teamwork, you will learn to solve specific challenges.
- You will achieve a high level of practical transfer.

CERTIFICATION

Certified Data Management Officer – certified by Austrian Standards

Dear Decision-Makers,

In a world where data is the new gold, we warmly invite you to our certification course for Data Management Officers. This course is specially designed for executives in companies who are preparing for the management of digital transformation and want to deepen their knowledge in handling large amounts of data.

Learn how to maximize the value of your company's data, effectively manage the data lifecycle, and handle data ethically. Through practical use cases and teamwork, you will learn to master specific challenges and ensure a high level of practical transfer.

The course consists of 3 in-person days and 5 virtual units, offering a flexible and effective learning experience.

Don't miss the opportunity to expand your skills and lead your company successfully into the digital future.

We look forward to your interest and to welcoming you to the course!



Markus Eigner
Initiator

TARGET GROUP

- The certification course for Data Management Officers is aimed at decision-makers in companies who are comprehensively preparing for the successful management of digital transformation and already work with large amounts of data or plan to do so in the future.
- Regardless of whether a specific position as a Data Manager is being sought or already filled, the content is relevant for employees in corporations, SMEs, and startups alike to successfully shape the future of the company.
- Therefore, the qualification is suitable for all responsible persons who are already active in the fields of strategic corporate development, business development, digitization, IT, marketing/sales, accounting, human resources management, and/or controlling, or who aspire to such a position in the future.

CONTENT

- Comprehensive foundation and the most important topics in data management
- Numerous use cases from various experts from practice
- Intensive exchange with the lecturers on-site
- Virtual units for extended knowledge building
- Test including certification by Austrian Standards

Course - Certified Data Management Officer

Virtual units and classroom modules

Virtual live units

1. BASICS

TBD

Introduction of Data Governance in Practice

Corporate context: organizational structure and role distribution / Implementation of data governance / Data ownership / Data catalog and data domain

Damir Trtanj & Christoph Praschl, VERBUND

2. TRENDS

TBD

Trends in Data Governance (DV): Enterprise Perspective

Challenges in corporate data management (DM) / Importance of quality data management / Metadata management / Semantic data management / Knowledge graph / Semantic AI / Cloud vs. on-premises / Internet of Things (IoT)

Nikolaus Lipusch & Josip Saban, SPG Data

3. DATA & ANALYTICS / DATA SCIENCE

TBD

Unlocking Insights

Advanced reporting tools / Predictive analytics / Explanation of terms: Machine learning / Deep learning / Artificial intelligence / Graph theory / Rule-based systems / Logic / MLOps and model lifecycle management

Rudolf Mayer, TU | SBA Research

4. DATA SECURITY & PRIVACY

TBD

Basics of Data Security

Reconnaissance / Cyberattacks / Confidential information / Cryptographic methods and applications / Access control / Data Act / EU digitization legislation

Rainer Knyrim, Knyrim Trieb RAe

5. DATA CATALOG (ON-DEMAND)

Deep Dive Data Catalog

Roles, goals, and results / Common tools for the practical implementation of data governance

Ole Olesen-Bagneux, Zeenea

Modul 1 - Basics

14th May 2025, Vienna

9.00 STRATEGY: OVERVIEW AND BASICS OF DATA MANAGEMENT

- Types of Data
- Data Lifecycle Management

Karl Ivo Sokolov, SPG Data

10.30 Break

11.00 STRATEGY: DATA GOVERNANCE

- Managing data throughout its lifecycle
- Organizational models
- Data management software
- Creating a data catalog
- Data quality, KPI & DQ Monitoring

Pascal Schmieding, Santander Consumer Bank

12.30 Lunch Break

13.30 STRATEGY: DATA ECONOMY

- Data strategy
- Trustworthiness in data exchange between organizations
- Data-driven business models
- Data sources and origins
- Generating and evaluating data-driven use cases

Anna Neureiter, IT-Power Services

15.30 Break

16.00 STRATEGY: TRUST IN DATA

- Issues relating to data compliance and data ethics
- Standards/rules
- Examples
- Compliance/data ethics risks

Sascha Jung & Shahanaz Müller, Deloitte

17.30 End of Day 1

Course - Certified Data Management Officer

Classroom modules

Modul 2 - Technology & Application, 15th May 2025, Vienna

9.00 **STRATEGY: TECHNOLOGY IN DATA MANAGEMENT**

- Data platforms (DBMS, NoSQL, data lakes, data warehousing)
- Data storage
- Data streaming
- Data sharing, integration, processing
- Data management systems

Bogdan Pirvu, Novomatic

10.30 Break

11.00 **STRATEGY: APPLICATIONS AND USE CASES**

Case study - Transformation of an ERP system to "SAP S/4HANA"

- Data migration strategy (data lifecycle, data cleansing, etc.)
- Using a data migration tool
- Pros and cons of data migration
- Lessons learned from data migration

Damir Trtanj & Christoph Praschl, VERBUND

12.00 Lunch break

13.00 **STRATEGY: DATA ANALYTICS, DATA SCIENCE & AI**

- Data Engineering - Prerequisites for Data Analysis/Data Science/AI
- Data Analysis - Reporting and Predictions
- Data Science - Advanced Algorithms and Complex Analytics
- Robotic Process Automation (RPA)
- AI - Machine Learning and Logic/Rule Base Systems
- How to Find a Good Data Science/AI Use Case?

Rudolf Mayer, TU | SBA Research

14.30 Break

15.00 **TEAMWORK: DATA DRIVEN USECASES (GROUP WORK)**

- Identify use cases (each group gets a business area like marketing, finance, sales, operations, ESG, info security)
- Procedure model, project plan
- Solution architecture
- Data governance
- Presentation

Karl Ivo Sokolov, SPG Data

17.30 End of Day 2

Course - Certified Data Management Officer

Classroom modules

Modul 3 - ESG data management, 16th May 2025, Vienna

9.00 STRATEGY: ENTERPRISE ESG REPORTING AND DATA MGMT.

- ESG program and strategy
- Integrated reporting
- Harmonization of frameworks
- Biodiversity
- Human rights due diligence technology
- ESG/sustainability data management
- Carbon and blockchain
- Scope 3 emissions reporting and data management
- Technology and IT for ESG

Alin Kalam, UNIQA

11.00 Break

11.30 STRATEGY: IMPROVING THE QUALITY OF ESG DATA MANAGEMENT SYSTEMS

- What framework conditions need to be created to solve ESG reporting in a data-driven way?
- What challenges do companies face with regard to ESG data management?
- Can ESG be an enabler for more “data drive” in the company?

Alin Kalam, UNIQA

12.30 TEAM WORK: GROUP DISCUSSIONS / USE CASE EXPLORATION / WORKSHOP

13.30 End of Day 3

OPTIONAL

Paid Additional Module - Basis SQL

- Basic SQL
- Introduction to SQL: fundamental skill for data queries, reports, and analyses
- Relevant for data stewards to data scientists

BUSINESS CIRCLE.
WISSEN VERNETZT.

SEIT 30 JAHREN.

Die Kompetenzen, die uns zum führenden Player gemacht haben, werden wir weiter stärken und ausbauen – unterstützt von fachkundigen Partner:innen und einer smarten jungen Mitarbeiter:innen-Generation.

Damit wir Ihnen auch in den nächsten 30 Jahren den perfekten Rahmen für wertvolle Denkanstöße und nachhaltigen Input zu den Herausforderungen und Zukunftsfragen von unterschiedlichen Branchen geben.

Unser exzellentes, täglich wachsendes Netzwerk ist Asset und Verpflichtung zugleich. Denn dieser Anspruch motiviert uns: „Die Zeit, die Sie bei uns verbringen, soll Sie individuell befähigen und inspirieren.“



JAHRE
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Speaker

COURSE LEADER



Karl Ivo Sokolov
Managing Partner
SPG Data



Anna Neureiter
Data Governance Manager
IT-Power Services



Ole Olesen-Bagneux
Chief Evangelist
Zeenea

EXPERTS



Sascha Jung
Head of IP/IT,
Data Protection & Life Sciences
Jank Weiler Operenyi Rechtsanwälte |
Deloitte Legal Österreich



Bogdan Pirvu
Head of Data Science
Novomatic



Alin Kalam
Head of Market Intelligence &
Retail/Digital Data Strategy
UNIQA



Christoph Praschl
Head of department - Group organization
VERBUND



Rainer Knyrim
Lawyer & Partner
Knyrim Trieb RAe



Josip Saban
Data Consultant
SPG Data



Nikolaus Lipusch
Projektmanager Data Analytics
SPG Data



Pascal Schmieding
Head of Data Management
Santander Consumer Bank



Rudolf Mayer
Lecturer in Machine Learning
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Shahanaz Müller
Partner, Forensic, AML &
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