

## The Chief Data Officer's role in Business Transformation

Hosted by Laudale Associates

/ 10th Floor Chancery Place, Manchester, M2 2JG  
/ Tuesday 17th January 2017, 08:00 – 09:30

**Presented by**

Julie Screech, Interim Chief Data Officer / Data Strategist  
Andrew Sharp, Data Strategy Lead, Shop Direct

We are all familiar with technology enabled transformation, and know that successful business growth increasingly relies on a broader data led skill set. By bringing together some of the strongest minds in our network, we hope to provide an insightful discussion about a wider strategic approach to data.

We will be welcoming thoughts and questions from participants, as well as offering you a spot of breakfast and networking opportunities with like-minded people and experts in the data field.

The session will run from 08:00 – 09:30, with the final 30 minutes designated for networking and an extra coffee.

### The Chief Data Officer's role in Business Transformation

- 08:00 Arrival and coffee
- 08:10 Welcome
- 08:15 A Focus on Business Change Through the Data Lens
- 08:35 Q & A Session
- 08:50 Myth Busting
- 09:00 Networking
- 09:30 Session closes

We hope to see you there, but if you can't make it and would like to offer you place to an associate, please pass on their details.

RSVP to [Claire@laudale.com](mailto:Claire@laudale.com) by Friday 6th January 2017