



CDOIQ EUROPE NEWSLETTER

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Symposium Theme



Keynote Speaker
Dr. Barbara Wixom



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Symposium Theme | Ready for data and AI at speed and scale?



The European Chief Data Officer & Information Quality Symposium (CDOIQ) takes place for the 3rd time on **September 12th, 2024** in Lausanne, Switzerland. Under the theme “**Ready for data and AI at speed and scale?**” this exclusive, invitation-only event offers a unique agenda developed together with European CDO/CAOs, first-hand insights from **40 speakers and panelists** across three streams: (1) Leading data strategies & transformation, (2) AI for business innovation, (3) Shaping the data economy, plenty of networking time and an exclusive dinner reception at the Olympic Museum Restaurant. Limited spots are available, so [register asap to reserve](#) the seat for you.

Keynote Speaker | Dr. Barbara Wixom (MIT Sloan — CISR)



Dr. Wixom will describe highlights from her book ‘**Data is Everybody’s Business**’ published by in September 2023 and included in **Forbes’s Top 10 Tech Books** of 2023. Dr. Wixom will present three principles supported by the book’s content to guide business leaders when making AI investments: (1) invest in practices to build AI capabilities required for AI, (2) involve all your people in your AI journey, and (3) focus on realizing value from your AI projects.

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A modern approach to building trust: The guide to predictive data quality and observability. Manual, bespoke data quality solutions can lead to compliance issues and a lack of trust in critical data. The solution? An intelligent, unified approach to data quality that’s scalable and seamless. Poor data quality can have catastrophic consequences and monumental impact. 19% of businesses have lost a customer by using incomplete or inaccurate data about them. Trusted data drives accurate insights that lead to better and faster business decisions. But how do you ensure the use of trusted data across your organization? Read our thoughts [here](#) to learn more.

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An Informatica (NYSE: INFA), an Enterprise Cloud Data Management leader, brings data and AI to life by empowering businesses to realize the transformative power of their most critical assets. We pioneered the Informatica Intelligent Data Management Cloud™ that manages data across any multi-cloud, hybrid system, democratizing data to advance business strategies. Customers in approximately 100 countries and more than 80 of the Fortune 100 rely on [Informatica](#). Learn more about [CLAIRE, Informatica’s AI engine](#), its copilot capabilities and how to revolutionize data management with [generative AI](#). Our team is looking forward to meeting you at the CDOIQ European Symposium in September.

CDOIQ European Symposium | Co-Chairs

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