

Strategy Institute presents...



The logo features three circular icons: an orange one with a hierarchical tree, a yellow one with a brain, and a purple one with a globe. These are connected by lines to the main title 'AI & Machine Learning Strategies Summit'. 'AI' is in large blue letters, 'Machine Learning' is in blue, and 'Strategies' is in large grey letters. 'Summit' is in smaller blue letters below 'Strategies'.

# AI & Machine Learning Strategies Summit

SickKids®



redtag.ca



Stanley  
Black &  
Decker

April 30 - May 1, 2020  
The Old Mill Toronto, ON

Practical Strategies to Drive Profit, Optimize Systems, Cut Costs and Improve Decision-making with AI and ML

## Meet + Network + Learn From:



**Roberto Gennaro,**  
Chief Digital Officer,  
Redtag.ca



**Tomi Poutanen,**  
Chief Artificial Intelligence Officer,  
TD



**Dr. Wayne Madhlangobe,**  
Director, Artificial Intelligence,  
Air Canada



**Tammy Labelle,**  
CIO, Public Services,  
Procurement Canada



**Mohak Shah,**  
Vice President, AI & ML,  
LG Electronics



**Dr. Vijay Gandapodi,**  
Global IT Head – Data Science, AI/ML,  
Coca-Cola

### Take Away Key Strategies for:

- Getting started in AI/ML
- Taking the next steps in AI/ML
- Managing risk
- Changing your culture
- Effective governance
- Reducing costs
- Building AI talent



## Welcome to the Artificial Intelligence and Machine Learning Strategies Summit 2020!

Artificial Intelligence and Machine Learning have transformed from nice-to-have to imperative for all organizations. It is your duty to build an AI plan, as all organizations will be using it in the future, and you will be left behind if you don't adopt these game-changing technologies now.

This is the largest cross-industry AI and machine learning conference of its kind in North America. Designed for both the private and public sectors, you will take away practical implementation guides, proven strategies to AI and ML implementation and detailed action plans for mitigating risk.

This event brings together AI, ML and business leaders from across North America who will show you how to implement these cutting-edge technologies in your organization. You will hear first-hand case studies about how to improve your business processes, drive revenues and improve customer experience with artificial intelligence and machine learning.

*Your AI and Machine Learning Strategies Summit Team  
Strategy Institute*

## Meet + Network + Learn From:



## Highlights This Year!

- ✓ **Practical Insights from C-level speakers:** Source strategies from 10+, C-level AI and ML executives
- ✓ **Demonstrate ROI:** Implementing AI and ML requires costly resource. Be sure you can demonstrate its value
- ✓ **Effective AI & Digital Transformations:** Ensure the success of the AI and digital transformation in your organization
- ✓ **Secure Buy In:** For your AI initiatives
- ✓ **Actionable Case Studies:** Learn from leaders with practical, 'how to' guides
- ✓ **Don't Miss out of AI and ML:** Discover how the biggest brands are adopting these game-changing technologies. Including TD, RedTag.ca, LG Electronics, Coca-Cola, UPS Supply Chain Solutions, Stanley Black & Decker and more!

## Event in Numbers

28+ AI & ML Leaders



15 Industries Represented

8 Case Studies



6 Exclusive Panel Discussions

10 Hours of Networking



Register today by calling | 866 298 9343 x 200


## Take Away IO Solutions to Your Challenges:

1. **Getting started:** Follow our early stage track or attend a workshop
2. **Taking the next steps:** Build on early successes
3. **Demonstrate ROI:** Gain buy-in with better metrics
4. **AI talent:** Build a team to shrink your skills gap
5. **Risk Management:** Mitigate the implementation risks of AI
6. **Secure vendor support:** Leverage outsourced expertise
7. **Governance:** Develop a governance strategy now
8. **Culture:** Gain employee buy-in and grow a culture of AI and ML
9. **Legacy platforms:** Overcome deployment hurdles
10. **Technology:** Understand what technologies are available

## Register Today

Get all the updates you need on AI/ML Strategies Summit 2020.

Save your spot now for North America's leading gathering of artificial intelligence and machine learning professionals.

 **1-866-298-9343 x200**

 **registrations@strategyinstitute.com**

 **AlandMachineLearning.ca**

## Start the Conversation Before the Summit!



Join the conversation before the summit. Follow us on Twitter **@BIGDATASummitCA** and tweet with us using **#AIML20**

## Who You Will Meet!

### Private Sector

**Banking | Insurance | Pharmaceuticals | Technology | Retail | Energy & Utilities | Consumer Products | Travel & Transportation | Oil & Gas | Telecommunications**

### Public Sector

**Banking | Insurance | Pharmaceuticals | Technology | Retail | Energy & Utilities | Consumer Products | Travel & Transportation | Oil & Gas | Telecommunications**

#### Information Technology

Chief Data Officer (CDO) | Engineering | Enterprise Data/Architecture | Data Governance | Chief Information Officer (CIO) | Data Warehousing | Chief Technology Officer

- Monitor Data Quality and Privacy
- Explore best practices for IT architecture
- Transition from warehouses to Hadoop

#### AI – ML – Data science

Chief Analytics Officers (CAO) | Big Data | Analytics/Data Science | Machine Learning Developer

- Develop an AI culture in your organization
- Increase revenue growth and productivity
- Leverage AI and ML technologies

#### Marketing

Business Transformation | Head of CRM/ CEM | Business Strategists | Market Research | Customer Strategy & Management | Marketing Analytics | Marketing Optimization | Product Management

- Improve customer segmentation
- Better target niche markets
- Increase customer satisfaction

### Solutions Providers

**AI/ML Consultants | Analytics | Data Governance | Computer Storage | Applications | Cloud Software | Infrastructure Software |**

Director/VP of Sales/  
Marketing/ Business Development | Consultant

Register online at **AlandMachineLearning.ca**

# DAY ONE

Thursday  
April 30,  
2020

## 7:30 AM Registration

## 8:15 AM Opening Comments from the Chair



**Keith Jansa**, Executive Director,  
CIO Strategy Council of Canada

## 8:30 AM Keynote Presentation

### Maintain your Competitive Advantage with the Future of AI

Thanks to Artificial Intelligence (AI), marketers have a massive opportunity to engage with the next generation of tech-inclined consumers. Clarify how AI is changing the way consumers interact with products and what this means for your company. Source practical tips to:

- Understand the hyper-customization of products
- Drive efficiencies in product development with AI
- Clarify how AI is aiding customer decision making

*Leverage the future of AI to maintain your competitive advantage.*



**Parham Aarabi**, CEO,  
ModiFace

## 9:00 AM Panel Discussion: Implementing AI Strategies

### Maximizing the Value of AI to Get Ahead of the Competition

AI is changing the way companies operate. Technology strategy is directly tied to the mission and values of the enterprise. Attain practical strategies to embrace AI technologies in your organization amid changing market expectations. Master the success factors to:

- Harness AI and automation for your competitive advantage
- Reskill employees for the future of work in AI
- Foster a culture of innovation within your enterprise

*Innovate your organization with AI solutions.*



**George Iskenderian**, Director, Big Data & AI,  
Bell



**Malay Parikh**, Former VP of IT,  
L'Oreal



**Dr. Wayne Madhlangobe**, Director, Artificial  
Intelligence, Air Canada

## 9:45 AM Industry Expert

### Get Beyond the Hype of AI and Machine Learning to Make a Real Impact on your Business

There's a lot of hype surrounding AI. Get beyond the hype and find out what practical effects AI can have on your organization today. Gain expert insights to:

- Identify AI applications that you can implement now (AlaaS)
- Manage your expectations for AI
- Sourcing the right talent for your AI team

*Identify real applications that AI can have on your organization today and in the near future.*

## 10:15 AM Speed Networking

Engage with leaders in the field of AI to expand your network and gain new perspectives. Quick rotations will help you break the ice as you get to know your fellow delegates. Bring your business cards, make new connections, and build your knowledge!

## 10:30 AM Morning Break

## 11:00 AM Industry Expert: Risk Management

### Understanding and Mitigating the Risk of Implementing AI in your Organization

Implementing AI involves many departments, resources and people. As you embark on this essential journey, understand and mitigate the risks involved to ensure its success. Source practical tips to:

- Understand the risks of AI pain points (data difficulties, implementation & security)
- Explore the key core principals of AI risk management
- Prepare a plan to avoid the pitfalls of AI implementation

*Protect your business by confronting the risks of AI.*



Register today by calling | 866 298 9343 x 200

# CHOOSE YOUR TRACK!

## TRACK A STARTING OUT IN AI

This track is for somebody starting out in AI. You understand the basics but would like to know more about getting started and use cases.

### 11:30 AM Case Study: State of North Dakota

#### Laying the Groundwork for a Successful Data Strategy to Maximize the Value of AI

A fundamental component of ensuring your data supports your goals is feeding the correct data into ML & AI processes. Perfect your strategy to provide useful data to AI systems. Develop a blueprint to:

- Create data strategies to support your business strategies
- Develop strategies to use legacy data with quality defects
- Understand the limits of your data (bias, ethical and regulatory)

*Maximize the value of AI with a successful data strategy.*



**Dorman Bazzle, CIO,**  
**State of North Dakota**

## TRACK B TAKING THE NEXT STEPS IN AI

This track is for organizations who have started their AI journey and are seeing some results. You have a solid grasp of the basics and are looking to build upon these to go to the next stage.

### 11:30 AM Case Study: Stanley Black & Decker, Inc.

#### Deploying Successful Machine Learning Models in Production Pipelines to Avoid Downtime

Manufacturing has been adept in embedding ML into processes. Avoid costly downtime by successfully deploying ML in your organization. Walk away with an action plan on:

- Data interdependability: changing anything changes everything
- Data stability: code and data
- Pipeline configuration

*Avoid costly downtime in your production pipelines with a successful ML deployment.*



**Dr. Robert Joseph, Director of Industrial Strategy for Industry 4.0,**  
**Stanley Black & Decker, Inc.**

## 12:00 PM Networking Lunch

### 1:15 PM Industry Expert: Risk and Opportunity

#### Employing Machine Learning to Identify Hidden Risks and Opportunities

Machine learning applies algorithms that learn as they process data. Uncover hidden insights that your systems have not been expressly programmed to find. Create a plan to:

- Mine data to identify investment opportunities and risks
- Analyze data to create personalized experiences
- Identify patterns to reveal efficiencies in business processes

*Reveal hidden insights in your data with the power of machine learning.*

### 1:15 PM Industry Expert: Analytics

#### Using Self Service Analytics to Improve Decision Making

Guided, self-service analytics tools put the power of analytics in the hands of business leaders. Identify the tools you need to put the power of analytics in the hands of key decision-makers. Develop a plan to:

- Empower users with agile and intuitive platforms
- Create a simplified and personalized approach to analytics
- Develop a scalable IT solution to meet business demands

*Maximize your ability to leverage data with self-service analytics.*



**1:45 PM Panel Discussion: AI Talent**

**Creative Strategies to Attract, Develop and Retain AI Talent**

Navigating the demands for qualified talent continues to be a challenge. Position yourself to compete for the next generation of skilled workers. Create an action plan to:

- Develop new strategies to recruit AI and tech talent in AI
- Define your needs within the labor market to recruit the best people
- Improve change management in your organization

*Develop a plan to attract and retain top AI talent.*



**Ajinkya Kulkarni**, Senior Director, Data Science and AI at Scale, **RBC**



**Richard Downe**, Director of Data Science, **Loblaw Digital**



**Peter (Jacob) Szaflarski**, Director, Data Engineering, **Thomson Reuters**

**2:15 PM Case Study: Coca-Cola**

**Improve Natural Language Processing to Develop Better Interaction with Customers**

Chatbots have the ability to improve customer experience, but only if they are highly functional. Improve the way your chatbots interact with better NLP. Take away specific solutions to:

- Develop better AI-based long conversations
- Improve open domain conversations
- Create AI with consistent personality

*Develop better chatbots with the aid of improved natural language processing.*



**Dr. Vijay Gandapodi**, Global IT Head – Data Science, AI/ML, **Coca-Cola**

**2:45 PM Networking Break**

**3:15 PM Panel Discussion: AI for CX**

**How AI is Able to Change your Customer Experience to Drive Profit**

AI is being used by leading customer experience teams to transform personalization. Deliver real-time personalized experiences to your customers, informed by customer data. Master the success factors to:

- Aggregate data about your customers and their preferences
- Use information about past interactions and purchases
- Implement deep learning technology on industry trends and consumer behavior

*Use AI to create a personalized customer experience.*



**Moderator: Mike Abramsky**, Executive in Residence, Enterprise Group, **MaRS Discovery District**



**Roberto Gennaro**, Chief Digital Officer, **Redtag.ca**



**Gayle Ramsay**, Head Marketing Brand - Customer Analytics, **BMO**

**3:45 PM Panel Discussion: Data Literacy**

**Championing Data Literacy to Enable AI Conversations and Facilitate a Data Driven Business**

Big Data and AI have become mainstream. Now, employees must develop the ability to communicate and understand conversations about data. Improve data literacy in your organization to maximize the business value of AI. Adopt best practices to:

- Create an effective data literacy program
- Educate executive leadership and front line leaders who implement data driven solutions
- Raise awareness of literacy gaps between employees and departments

*Champion data literacy in your organization to become a data driven business.*



**Kyle Chiman Cai**, Solutions and Analytics Specialist, **UPS Supply Chain Solutions**



**Tammy Labelle**, CIO, **Public Services and Procurement Canada**



**Sheeraz Ullah**, Chief Data Officer, Global Banking & Markets Canada, **HSBC**



**Shari Dworkin**, Director, Enterprise Data and Analytics Service, **Ontario Health**

**4:15 PM Closing Keynote**

**Maximize Revenue, Reduce Costs and Mitigate Risk with AI**

AI is fundamentally changing the way we live and work. Move your AI adoption from start to scale to help your company maximize revenue, reduce costs and mitigate risk. Achieve a step-by-step action plan to:

- Understand the risks associated with AI
- Analyze where cost savings can be made
- Scale up from early adopter stage to the next level

*Realize the benefits AI by mitigating risk.*

**4:45 PM Conference Adjourns**

**4:50 PM Event Reception**

Our reception gives delegates a final opportunity to mingle and network freely. The reception kicks off after the last session of the evening, a hugely popular social and networking event to meet your peers and share your industry insights.

# DAY TWO

Friday  
May 1,  
2020

7:30 AM Registration & Breakfast

8:15 AM Opening Comments from the Chair

8:30 AM Keynote

## Harnessing the Potential of AI to Drive Profit

AI and ML capabilities are helping businesses drive profit and connect with consumers. Address what it takes to leverage their potential effectively, responsibly and reliably. Create a roadmap to:

- Find profit-driven opportunities to take advantage of machine learning
- Navigate the AI era
- Stay safe as your company innovates

*Harness the potential of AI & ML in today's complex world of business.*



**Tomi Poutanen**, Chief Artificial Intelligence Officer,  
TD

9:00 AM Industry Expert: Checklist for Vendor Selection

## Asking the Right Questions to Select an Appropriate External AI Vendor

Although AI offers exciting possibilities, selecting a vendor to partner with is tricky. Tackle critical questions, including who owns the data? What's the right level of partnership with them? Understand how to set expectations and help select the right provider for your organization. Develop a blueprint to:

- Provide the right information in your RFP
- Understand the top considerations when choosing a provider
- Reduce risk, complexity and cost when implementing an AI product

*Succeed in your AI projects by selecting the right vendor.*

9:30 AM Case Study: ROI

## Unlocking the ROI of Artificial Intelligence: Key Considerations for Business Leaders

Most business investments are approved based on predicted returns; however, estimating future returns for AI projects can be challenging. Transform how you identify ROI metrics to understand the return generated from AI projects. Create a roadmap to:

- Measure AI ROI
- Assess ROI in phases
- Budget for AI projects and determine the level of investment

*Unlock the ROI of AI for your business.*



**Jane Moran**,  
Senior Vice President, Data and Technology,  
Loyalty One

10:00 AM Morning Break

10:30 AM Case Study: Digital Culture

## Creating the Right Culture and Gaining Buy-In from Employees

Employees often feel threatened by new technology and it's potential to streamline processes to a point where staff are redundant. Gain buy-in from employees by helping them understand the benefits of AI and how it will help improve the business. Master the success factors to:

- Persuade employees of the benefits of AI
- Use AI for employee collaboration
- Engage employees with insights from AI systems

*Drive revenue by engaging employees with AI.*



Register online at [AlandMachineLearning.ca](https://AlandMachineLearning.ca)

# CHOOSE YOUR TRACK!

## TRACK A STARTING OUT IN AI

This track is for somebody starting out in AI. You understand the basics but would like to know more about getting started and use cases.

### 11:00 AM Panel Discussion: Platforms

#### Utilizing Data Platforms for Systems and Process Improvements

There is a growing demand for better use of data analytics to improve services. Use managed data platforms as a foundation for Business Intelligence, data mining, and advanced analytics. Source practical tips to:

- Implement best practices of bridging the data gap to improve system performance
- Harness the power of machine learning and predictive analytics
- Ensure the proper governance of your data

*Leverage your data platforms for process improvements.*



**Peter (Jacob) Szaflarski**, Director, Data Engineering, Thomson Reuters



**Achille Ettore**, Executive Advisory Board Member, Master of Management Analytics & AI, Smith School of Business

## TRACK B TAKING THE NEXT STEPS IN AI

This track is for organizations who have started their AI journey and are seeing some results. You have a solid grasp of the basics and are looking to build upon these to go to the next stage.

### 11:00 AM Panel Discussion: Legacy vs ML systems

#### Overcome Legacy Infrastructure Challenges to Streamline your ML Implementation

Large enterprises often have legacy systems which pose a challenge to ML implementation. Overcome the hurdles traditional infrastructure presents to streamline your ML journey. Take back to the office strategies to:

- Identify the challenges legacy systems pose to your ML roll-out
- Implement best practices to accelerate machine learning models
- Overcome common hurdles in upgrading your legacy systems

*Transform your enterprise with machine learning infrastructure.*



**George Iskenderian**, Director, Big Data & AI, Bell



**Ajinkya Kulkarni**, Senior Director, Data Science and AI at Scale, RBC



**Richard Downe**, Director of Data Science, Loblaw Digital

### 11:45 AM Intelligent Automation

#### Utilizing Intelligent Automation to Increase Business Agility

Robotic Intelligent Automation provides businesses with the capability to operate more efficiently. Do more with less by adopting intelligent automation in your organization. Talk away with an action plan to:

- Raise operational efficiency
- Improve product quality and service
- Power new business process models

*Increase your business agility with intelligent automation.*

### 11:45 AM Industry Expert: Predictive Maintenance

#### Employing Predictive Maintenance with Big Data to Avoid Costly Downtime

Unplanned downtime impacts the bottom line. Harness AI to perform maintenance proactively and reduce cost. Go back to the office with strategies to:

- Integrate IoT data sources to improve maintenance decisions
- Monitor equipment and facilities in real time to anticipate maintenance needs
- Establish a maintenance policy based on data

*Reduce your unnecessary downtime with predictive maintenance.*

12:15 PM Networking Lunch

PLENARY SESSIONS CONTINUE

Register today by calling | 866 298 9343 x 200



### 1:30 PM Afternoon Keynote

## Laying the Groundwork for a Successful Data Strategy to Maximize the Value of AI

A fundamental component of ensuring that your data supports your organization's AI goals is having the correct data fed into ML & AI processes. Perfect your strategy and programs to provide useful data to AI systems. Develop a blueprint to:

- Creating data strategies necessary to support your business strategies
- Developing strategies for the best use of legacy data with quality defects
- Understanding the limitations with your data (bias, ethical and regulatory)

*Maximize the value of AI with a successful data strategy.*



**Kamelia Aryafar,**  
Chief Algorithm Officer,  
**Overstock.com**

### 2:00 PM Industry Expert

## Utilizing AI Data Visualization Tools to Better Understand your Business Insights

Data needs to be understood by almost all employees in an organization, from leaders to front line workers. Employ practical visualization tools to improve the way data is understood it can be better used across business units. Source practical tips to:

- Transform complicated data sets into easily understood graphics
- Easily tell the story of the data with clear visualizations
- Uncover hidden insights from text content

*Leverage data visualization tools to better communicate your business insights.*

### 2:30 PM Afternoon Break

### 3:00 PM Case Study: The Hospital for Sick Children

## Leveraging AI Model Development to Create Meaningful Insights to Improve Organizational Outcomes

Incorporating ML into traditional data infrastructure is becoming widespread throughout multiple industries. Create meaningful and accurate insights from your data with machine learning. Source practical tips on:

- Proper methods to evaluate your machine learning models
- Identify model bias and the potential impact it has on your models' performance
- The pre-emptive measures to take to ensure your model is delivering the right results AI

*Create meaningful and accurate insights with proper AI model development.*



**Dr. Devin Singh,** Physician Lead for Clinical Artificial Intelligence & Machine Learning,  
**The Hospital for Sick Children**

### 3:30 PM Case Study: LG Electronics

## Avoid AI Failure by Implementing an AI Transformation Playbook

Developments in AI are pushing digital enterprises to become intelligent enterprises. Avoid the pitfalls of implementing a flawed AI transformation in your organization. Take away an action plan to:

- Mitigate the complex journey of why AI transformations fail
- Deal with the AI transformation playbooks
- Undertake a successful AI Transformation

*Successfully plan and implement your organization's AI & Digital Transformation.*



**Mohak Shah,** Vice President, AI & Machine Learning,  
**LG Electronics**

### 4:30 PM Closing Remarks from Chair

### 4:35 PM Conference Adjourns



# Connect with AI + Machine Learning Leaders

Find Answers to your Biggest Challenges!

## EVENT SPONSORSHIP & EXHIBIT OPPORTUNITIES

AT NORTH AMERICA'S ORIGINAL AI AND ML GATHERING

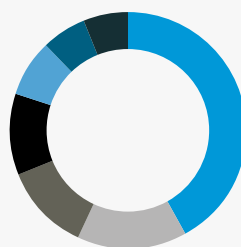
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2. Demonstrate your standing as a AI/ML/data advisor.
3. Target your intended audience in tracks for early stage vs. developed stage.
4. Be at the centre of the original AI/ML event.
5. Network in 10+ hours of interactive and networking sessions.

\*Limited exhibit space and sponsorship packages are available.

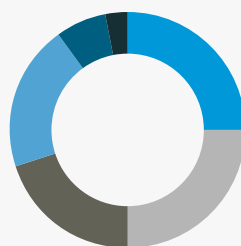
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### Audience Breakdown

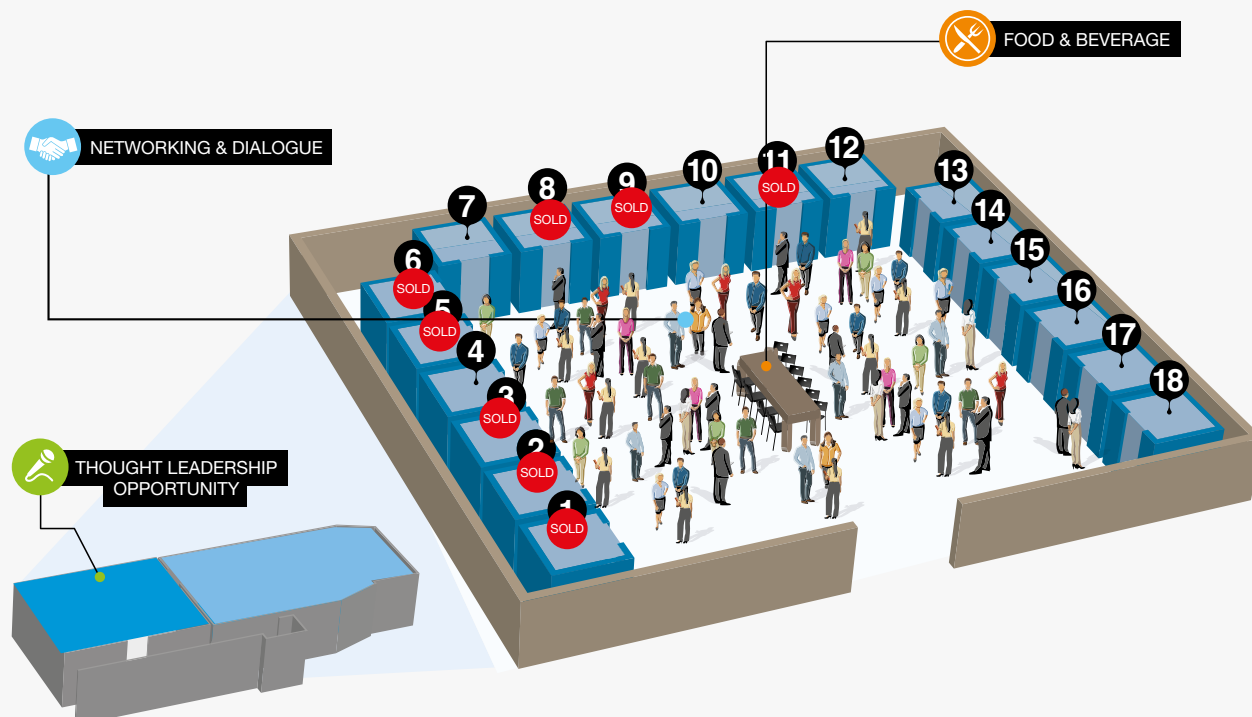


Information Technology	- 42%
Data Science & Business Intelligence	- 15%
Marketing	- 12%
Business Strategy	- 11%
Solutions Providers and Consultants	- 8%
Human Resources	- 6%
Industry Stakeholders	- 6%

### Title Breakdown



Analytics	- 25%
Data	- 25%
Technology	- 20%
Information	- 20%
Marketing	- 7%
Other	- 3%



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To learn more, contact **Jim Lilly** at 416-944-9200 ext. 260 or email [jim@strategyinstitute.com](mailto:jim@strategyinstitute.com)

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# Pricing & Registration

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## SEND YOUR TEAM

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AND RECEIVE  
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### QUESTIONS?

Email us Today

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**Early Bird special:** Expires on January 24th, 2020 & February 7th, 2020. Cannot be used with group discount.

**Group Discount:** A Group Discount is offered for this conference (not in combination with any other offer). To be eligible for the Group Discount, delegates MUST register at the same time. The total discount per delegate (including applicable group discounts, etc.) MUST not exceed 25% of the regular conference costs.

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