

# BdBA19

## BIG DATA BUSINESS ANALYTICS

HOW BIG DATA CAN HELP YOU DO  
WONDERS IN YOUR BUSINESS  
TURN HUGE DATA COLLECTION  
INTO ACTIONABLE INSIGHTS

17th - 19th JULY 2019

GRAND MILLENNIUM HOTEL KUALA LUMPUR, MALAYSIA



#BDBA DISCOVER THE FUTURE  
OF DATA & ANALYTICS

HIGHLIGHTS KEYNOTES LIVE DEMOS PANELS MASTERCLASSES CASE STUDIES FIRESIDE CHAT

### WHAT WILL BE TOUCHED BASE ON

- BUSINESS INTELLIGENCE
- INTERNET OF THINGS
- MAKING MONEY OUT OF DATA
- REVENUE OPTIMIZATION
- POWER DISTRIBUTION
- GLOBAL DATA WARS
- DATA SCIENCE
- CYBERSECURITY
- GAMIFICATION
- BLOCKCHAIN
- REPORTING
- POWER BI
- RPA
- GDPR
- MARKETING

### OUR SPEAKERS

Join this incomparable conference and progress your business to the next level. Our speakers are handpicked for their expertise and influence in Data, Technology and Analytics from wide range of industries



**DR. TOA CHARM**  
Chairman  
OpenCertHub, Hong Kong



**CHRISTOPHER LEE**  
President  
National Big Data  
Association of Malaysia



**MARIO BOJILOV**  
CEO, Managing Director  
Meta Business System



**SHAILENDRA KUMAR**  
VP, Chief Evangelist  
SAP, Australia



**JERNEJ ADAMIC**  
Co-founder and CEO  
Zenodys, Netherlands



**WYN HOPKINS**  
Director  
Access Analytic



**HARI IYER**  
Partner, Executive Director  
BDO, Malaysia



**DR. FAROUK ABDULLAH**  
Chief Data Scientist  
LLOOPP, Malaysia



**ROHAN KAMRA**  
Regional Marketing Manager  
Intel, Singapore



**KIM LEE**  
Executive Creative Director  
Kim Will Rule  
Former Global Creative Director  
Netflix, Singapore



**VIRAG THAKKAR**  
Senior IT Compliance &  
Process Specialist  
Agoda, Thailand



**LINCOLN TEO**  
Founder & CEO, Intel Wise Group  
Credit Bureau Advisor  
Central Bank of Brunei



**CHAN KIN PENG**  
Founding Partner  
Kasatria Technologies



**ANDREW LAU**  
Founder & CEO Think Codex  
Vice Chair, Gamfed



**MOHAMAD NIZAM KASSIM**  
Cyber Threat Intelligence Expert  
CyberSecurity, Malaysia



**ALDILA SEPTIADI**  
Head - CRM & Big Data  
Unilever, Indonesia



**PATRICK KLOTZ**  
CEO & Director  
Datalynx, Malaysia



**FARES HASAN**  
Data Scientist  
Fave, Malaysia



**USHA BALASUNDARAM**  
Data Operations Manager  
Lexi Solution, Malaysia

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Big Data is the large chunk of raw data that is collected, stored and analysed through various means which can be utilized by organizations to increase their efficiency and take better decisions. The concept of Big Data is nothing new. In fact, more and more companies, both large and small, are using big data and related analysis approaches as a way to gain more information to better support their company and serve their customers, benefitting from the advantages of big data.

**Big Data is the foundation of all of the megatrends that are happening today, from social to mobile to the cloud to gaming**

Every business organization needs valuable data and insights. When it comes to understanding your target audience and customers' preferences, big data plays a very important role. It even helps you anticipate their needs. The right data needs to be effectively presented and properly analysed. It can help a business organizations achieve various goals. That's exactly what this event is going to give you.

**You can have data without information, but you cannot have information without data**

## TARGET AUDIENCES

BDBA'19 is a big data and business analytics conference focused on giving you real information you can apply immediately in your business. Secure your place alongside over 100 professionals including Chiefs, Directors, Managers, Leads, and Heads involved in: -

Business Leads

Business Intelligence

Business Analytics

Data Science

Data Management

Data Strategy & Analytics

Data Governance & Capabilities

Category & Insights

Customer Insights

Digital Transformation

Enterprise Analysis

Customer Data & Information

Risk & Assurance

Solutions & Innovation

## MAJOR BENEFITS OF ATTENDING

By end of this course, delegates will be able to: -

- ◊ **ANALYZE** and **COMPREHEND** the world through big data
- ◊ **CONTEMPLATE** new ideas
- ◊ **MAKE** more informed decisions
- ◊ **EMBRACE** wide range of analytics and data gathering strategies
- ◊ Be able to **CAPTURE, STORE** and **ANALYZE** data on a mass scale
- ◊ **COLLECT** and **HYPOTHESIZE** healthy data and make use of them all
- ◊ **OBTAIN** deeper insights and more certain findings
- ◊ **MANAGE** your big data future
- ◊ **SECURE** your place at the forefront of the latest business changing innovation
- ◊ **GRASP** new skills & **UNDERSTAND** technologies that create opportunities for growth
- ◊ **PROGRESS** your business
- ◊ **UNDERSTAND** customers better
- ◊ **CONTROL** online reputation
- ◊ **SAVE** cost & **REDUCE** time



# OUR SPEAKERS



**DR. TOA CHARM**

FinTech, Big Data, Business Intelligence, and Enterprise Solutions Expert  
Chairman  
**OpenCertHub, Hong Kong**



**CHRISTOPHER LEE**

Big Data Warehouse, Business Intelligence Expert  
President  
**National Big Data Association of Malaysia**



**MARIO BOJILOV**

Big Data, Machine Learning and Performance Management Professional  
CEO, Managing Director  
**Meta Business Systems, Australia**



**SHAIENDRA KUMAR**

Data Science Leader  
Predictive ML AI Evangelist  
VP, Chief Evangelist  
**SAP, Australia**



**JERNEJ ADAMIC**

IoT, Blockchain Technology, and AI Expert  
Co-Founder and CEO  
**Zenodys, Netherlands**



**HARI IYER**

IoT, Blockchain Technology, Cyber Strategy, AI & ML Expert  
Partner, Executive Director - ASEAN  
**BDO, Malaysia**



**DR. FAROUK ABDULLAH**

Data Science Market Maker  
Partner, Executive Director - ASEAN  
**Natural Intelligence Solutions - LLOPP, Malaysia**



**WYN HOPKINS**

Microsoft MVP, Speaker, Developer  
Director  
**Access Analytic, Australia**



**VIRAG THAKKAR**

GDPR, PCI & SOX Expert  
Senior IT Compliance & Process Specialist  
**Agoda, Thailand**



**KIM LEE**

Digital Marketing Expert  
Executive Creative Director & Digital Marketing Director  
**Kim Will Rule**  
Former Global Creative Director  
**Netflix, Singapore**



**ROHAN KAMRA**

Brand Marketer & Demand Generator  
Regional Marketing Manager  
- APAC & Japan  
**Intel, Singapore**



**LINCOLN TEO**

Blockchain Enthusiast  
Founder & CEO  
**Intel Wise Group**  
Credit Bureau Advisor  
**Central Bank of Brunei**



**CHAN KIN PENG @ KIN**

Big Data Advocate & Specialist  
Founding Partner  
**Kasatria Technologies, Malaysia**



**ANDREW LAU**

Learning Gamification Specialist  
Founder & CEO, **Think Codex**  
Vice Chair, **GamFed**



**MOHAMAD NIZAM KASSIM**

Cyber Threat Intelligence Expert  
Specialist - Cyber Security  
Responsive Services  
**CyberSecurity, Malaysia**



**ALDILA SEPTIADI**

CRM & Big Data Analytics Professional  
Head of Digital CRM & Big Data  
**Unilever, Indonesia**



**PATRICK KLOTZ**

IoT and Big Data Specialist  
CEO & Director  
**Datalynx, Malaysia**



**FARES HASAN**

Machine Learning & Data Science Expert  
Data Scientist  
**Fave, Malaysia**



**USHA BALASUNDARAM**

Big Data Reporting Professional  
Data Operations Manager  
**Lexi Solution, Malaysia**

WEDNESDAY | 17<sup>TH</sup> JULY 2019

TIME		
8.00am	<b>Registration and Goodie Bag Collection</b>	
9.00am	<b>Welcoming by Organizer</b>	
9.10am	<b>Officcate and Opening Ceremony</b> <b>THE ENGINE OF BIG DATA ECONOMY: CITIZEN &amp; PROFESSIONAL DATA SCIENTISTS</b>	<b>DR. TOA CHARM</b> Chairman <b>OpenCertHub, Hong Kong</b>
9.30am	<b>BECOMING INTELLIGENCE ENTERPRISE TO MAKE MONEY OUT OF DATA</b> <i>Though a lot has been talked about the emerging technologies, there are still a lot of unknowns on the concepts.</i> <ul style="list-style-type: none"> <li>• A use case approach to showcase how large organisations are becoming "Intelligence Enterprise" to Make Money out of Data</li> <li>• How data can bring business value to an organisation through data driven analytics strategies for revenue growth, cost reduction, marketing and customer behaviour management.</li> <li>• Drive business outcomes driving huge return on investment.</li> </ul>	<b>SHAIENDRA KUMAR</b> Vice President & Chief Evangelist <b>SAP, Australia</b>
10.10 am	<b>INTERNET OF THINGS - DATA GENERATED BY IOT</b>	<b>PATRICK KLOTZ</b> CEO & Director <b>Datalynx, Malaysia</b>
10.40am	<b>Morning Refreshment Break</b>	
10.55am	<b>BUILDING COMPETENT DATA SCIENTISTS</b> <ul style="list-style-type: none"> <li>• Importance of having trainer competent data scientists</li> <li>• Understanding Big Data and how to crunch its algorithms</li> <li>• Why focus on competency rather than solutions alone</li> </ul>	<b>CHRISTOPHER LEE</b> President <b>National Big Data Association of Malaysia</b>
11.30am	<b>BIG DATA - THE PROMISE AND THE IMPLICATIONS</b> <i>Big data is making bigger and bigger inroads into the enterprise. Starting as a technology that was still the domain of technologies 3 - 4 years ago, it is now part of the conversations in the boardroom. In this presentation, Mario will focus on: -</i> <ul style="list-style-type: none"> <li>• The application of Big Data in the Enterprise</li> <li>• What are the factors that enabled the significant growth of Big Data?</li> <li>• What the future holds for enterprises and their Big Data initiatives?</li> </ul> <i>The presentation will provide ideas and suggestions on what enterprises need to do in order to extract business value from Big Data. It will also cover some of the risk factors that enterprises need to consider in relation to Big Data initiatives. This session will conclude with a review of success factors.</i>	<b>MARIO BOJILOV</b> CEO & Managing Director <b>Meta Business System (MBS), Australia</b>
12.10pm	<b>STRATEGIC CYBER THREAT INTELLIGENCE USING EXTERNAL UNSTRUCTURED DATA</b> <ul style="list-style-type: none"> <li>• The need of analytics techniques in cyber security domain</li> <li>• How cyber threat intelligence improves traditional security defences in protecting advanced attacks</li> <li>• Analytic Implementation in CyberSecurity Malaysia 1: Threats Actors and Attack Landscape Profiling</li> <li>• Analytics Implementation in CyberSecurity Malaysia 2: Technical Information Profiling</li> <li>• What we learnt during analytic implementation for security data sources</li> <li>• Moving forward – cognitive security</li> </ul>	<b>MOHAMAD NIZAM KASSIM</b> Specialist - Cyber Security Responsive Services <b>Cybersecurity, Malaysia</b>
12.45pm	<b>Luncheon</b>	
2.00pm	<b>CREATING VALUE FROM THE ROBOTICS PROCESS AUTOMATION (RPA)</b> <ul style="list-style-type: none"> <li>• Introduction &amp; Governance Of RPA</li> <li>• Risk Management and IT Audit Role in RPA</li> <li>• Project Assurance for RPA</li> <li>• RPA - Industry Examples</li> <li>• Key Takeaways</li> </ul>	<b>HARI IYER</b> Partner & Executive Director <b>BDO, Malaysia</b>



TIME		
2.30pm	<b>BLOCKCHAIN, FINTECH AND BIG DATA</b>	<b>LINCOLN TEO</b> Founder & CEO, Intel Wise Group, <b>Singapore</b> Credit Advisor, <b>Central Bank of Brunei</b>
3.00pm	<b>CASE STUDY: BUSINESS VALUE MACHINE LEARNING &amp; DATA SCIENCE WITH FAVE</b>	<b>FARES HASAN</b> Data Scientist <b>Fave, Malaysia</b>
3.30pm	<b>Evening Refreshment Break</b>	
3.45pm	<b>PANEL DISCUSSION: TECHNOLOGY &amp; CHALLENGES OF DATA SCIENCE</b>	
	<p><u>Moderator</u></p> <p><b>MARIO BOJLOV</b> <i>CEO &amp; Managing Director of Meta Business System, Australia</i></p>	<p><u>Panelists</u></p> <div style="display: flex; justify-content: space-between;"> <div style="width: 45%;"> <p><b>CHRISTOPHER LEE</b> <i>President National Big Data Association of Malaysia</i></p> </div> <div style="width: 45%;"> <p><b>SHAIENDRA KUMAR</b> <i>Vice President &amp; Chief Evangelist SAP, Australia</i></p> </div> </div>
4.30pm	<p><b>Big Data Reporting</b></p> <ul style="list-style-type: none"> <li>• <i>Data Prepping - Data Scrubbing &amp; Harmonization</i></li> <li>• <i>Data Visualization</i></li> <li>• <i>Best Practices in Data Presentation</i></li> </ul>	<b>USHA BALASUNDARAM</b> Data Operations Manager <b>Lexi Solution, Malaysia</b>
5.00pm	<b>DATA DRIVEN REVENUE OPTIMIZATION</b>	<b>CHAN KIN PENG @ KIN</b> Founding Partner <b>Kasatria Technologies, Malaysia</b>
5.30pm	<b>End of Day One</b>	

TIME		
8.30am	<b>Registration</b>	
9.00am	<b>Welcoming by Organizer</b>	
9.10am	<b>GLOBAL DATA WARS</b>	<b>ROHAN KAMRA</b> Regional Marketing Manager - APAC & Japan Intel, Singapore
9.50am	<b>UNLOCKING THE VALUE OF YOUR ENTERPRISE DATA USING EXCEL AND POWER BI</b> <i>Good decisions are made when data is converted into a meaningful information</i> <ul style="list-style-type: none"> <li>• What is Power BI?</li> <li>• Microsoft Power Query and Power Pivot, and their advantages</li> <li>• Comparing Excel and Power BI</li> <li>• Dashboard Data</li> <li>• Creating Interactive Visualizations</li> </ul>	<b>WYN HOPKINS</b> Director Access Analytic, Australia
10.30am	<b>Morning Refreshment Break</b>	
10.45am	<b>GAMIFICATION : BEHAVIOURAL ARCHITECTURE FOR BIG DATA</b> <i>Gamification through its intrinsic engagement and motivation methodology helps to collect a lot more data without data fatigue from the users. Nobody like to fill up a 5 pager survey - so dropouts from more detailed data gathering is high. What if through Gamification, data gathering is a rewarding and enjoyable process for the user? This will enable a lot more users willing to provide data (larger sample size) and a lot less dropouts (fatigue). There are actual gamification frameworks that can be used in regards to this.</i>	<b>ANDREW LAU</b> Founder & CEO Think Codex, Malaysia
11.25am	<b>BIG DATA &amp; DATA PRIVACY REGULATIONS - GDPR AND THE NEW LEGAL LANDSCAPES</b> <ul style="list-style-type: none"> <li>• New Data Privacy Landscape: GDPR, California Data Privacy CCPA, India and China</li> <li>• How the new regulations and court decisions may impact your big data strategy?</li> <li>• Data privacy by design and big data strategy</li> <li>• New Data ethics trend and customer privacy expectations</li> </ul>	<b>VIRAG THAKKAR</b> Senior IT Compliance & Process Specialist Agoda, Thailand
12.05pm	<b>DATA DRIVEN MARKETING</b> <i>Creativity, without being backed by data, is a long bet and always misses the mark. If you're going to make a guess, ensure they're educated onces and firm hypotheses, with data weaved in, where possible.</i> <ul style="list-style-type: none"> <li>• What is data-driven creativity</li> <li>• Understanding why data is important</li> <li>• Forming hypotheses and being creative with data</li> <li>• How to ensure data-inspired creativity succeeds</li> </ul>	<b>KIM LEE</b> Executive Creative Director & Digital Marketing Director Netflix, Singapore Former Global Creative Marketing Netflix, Singapore
12.45pm	<b>Luncheon</b>	
2.00pm	<b>WHY BIG DATA AND ANALYTIC WOULDN'T WORK IN YOUR ORGANISATION</b> <ul style="list-style-type: none"> <li>• Ever wondered why your struggle with adopting Analytics in your organisation?</li> <li>• What are the challenges and how do you overcome them?</li> <li>• How should I start to embark on this?</li> <li>• Is it really that difficult to adopt Analytics?</li> </ul>	<b>DR. FAROUK ABDULLAH</b> Chief Data Scientist Natural Intelligence Solutions- LLOPP, Malaysia

TIME						
2.40pm	<p><b>CASE STUDY : CREATING VALUE FROM DATA DRIVEN MARKETING &amp; RETAILER PARTNERSHIP</b></p> <p><i>In the era of Big Data, FMCG and retailers can monetize their data by joining CRM programs. This partnership model will bring new data for both; through seamless experience for consumers, better insights to anticipate needs and behaviors of shoppers, and concurrently increase the revenue for both parties. This session will explain why it is useful for FMCG to do partnerships with each of their key retailers: -</i></p> <ul style="list-style-type: none"> <li>• CRM &amp; Big Data for FMCG</li> <li>• Monetize retailer &amp; principal databe by doing continuous engagement</li> <li>• Acquire and retain consumer</li> <li>• Increase customer life time value per loyal consumer</li> <li>• Deliver seamless experience to consumer</li> </ul>	<p><b>ALDILA SEPTIADI</b> Head of Digital CRM &amp; Big Data <b>Unilever, Indonesia</b></p>				
3.10pm	<p><b>FIRESIDE CHAT: TRANSFORMATION &amp; GROWTH</b></p>	<p><b>ROHAN KAMRA</b> Regional Marketing Manager - APAC &amp; Japan <b>Intel, Singapore</b></p> <hr/> <p><b>DR. FAROUK ABDULLAH</b> Chief Data Scientist <b>Natural Intelligence Solutions - LLOOPP, Malaysia</b></p>				
3.45pm	<p><b>Evening Refreshment Break</b></p>					
4.00pm	<p><b>PANEL DISCUSSION: THE GOOD AND EVIL BIG DATA BRINGS ALONG WITH IT</b></p>					
	<p><b>Moderator</b> <b>MARIO BOJILOV</b> CEO &amp; Managing Director of <i>Meta Business System, Australia</i></p>	<p><b>Panellists</b></p> <table border="0" style="width: 100%;"> <tr> <td style="text-align: center; width: 33%;"> <p><b>PATRICK KLOTZ</b> CEO &amp; Director <i>Datalynx, Malaysia</i></p> </td> <td style="text-align: center; width: 33%;"> <p><b>ROHAN KAMRA</b> Regional Marketing Manager - APAC &amp; Japan <i>Intel, Singapore</i></p> </td> <td style="text-align: center; width: 33%;"> <p><b>JERNEJ ADAMIC</b> Co-founder &amp; CEO <i>Zenodys, Netherlands</i></p> </td> </tr> </table>		<p><b>PATRICK KLOTZ</b> CEO &amp; Director <i>Datalynx, Malaysia</i></p>	<p><b>ROHAN KAMRA</b> Regional Marketing Manager - APAC &amp; Japan <i>Intel, Singapore</i></p>	<p><b>JERNEJ ADAMIC</b> Co-founder &amp; CEO <i>Zenodys, Netherlands</i></p>
<p><b>PATRICK KLOTZ</b> CEO &amp; Director <i>Datalynx, Malaysia</i></p>	<p><b>ROHAN KAMRA</b> Regional Marketing Manager - APAC &amp; Japan <i>Intel, Singapore</i></p>	<p><b>JERNEJ ADAMIC</b> Co-founder &amp; CEO <i>Zenodys, Netherlands</i></p>				
4.45pm	<p><b>NEXT GENERATION DEMAND RESPONSE BASED POWER DISTRIBUTION</b></p>	<p><b>JERNEJ ADAMIC</b> Co-founder &amp; CEO <b>Zenodys, Netherlands</b></p>				
5.30pm	<p><b>End of Day Two</b></p>					

# POST CONFERENCE MASTERCLASSES

FRIDAY | 19<sup>TH</sup> JULY 2019

## MORNING SESSION (9.00 AM - 12.30 PM)

TRACK  
**A**

### BIG DATA ANALYTICS

**Mario Bojilov**  
CEO & Managing Director, Meta Business Systems

### MAKING MONEY OUT OF DATA

**Shailendra Kumar**  
Vice President & Chief Evangelist, SAP

TRACK  
**B**

## AFTERNOON SESSION (2.00 PM - 5.30 PM)

TRACK  
**C**

### EXCEL AND POWER BI TOGETHER

**Wyn Hopkins**  
Director, Access Analytic

### AI AND BIG DATA FOR BUSINESSES

**Jernej Adamic**  
Co-Founder and CEO, Zenedoys

TRACK  
**D**

Contact Data Ages Like Fish, Not Wine.  
It Gets Worse As It Get Older, Not Better



# SPEAKER PROFILES



**DR. TOA CHARM**

FinTech, Big Data, Business Intelligence,  
and Enterprise Solutions Expert  
Chairman  
**OpenCertHub, Hong Kong**

With more than 25 years of leadership and extensive experience in FinTech, big data, business intelligence, and enterprise solutions, Dr Charm brings with him a wealth of experience from private consultancy, public administration, and academic sectors. He has built strong connections with the tech industry and served on a number of advisory boards of universities, start-up communities, NGOs, and other trade organisations including Hong Kong Computer Society, Tung Wah Hospital Group, City University of Hong Kong, and Hong Kong Trade Development Council. He is the EXCO member and Vice President (Innovation and Technology Application) of Hong Kong Computer Society, Founder and Chairperson of Business Intelligence and Big Data, and Founder and Chairperson of FinTech SIG of Hong Kong Computer Society. Dr Charm also served at widely-recognised tech industry players, such as being the associate partner of IBM Global Business Services Greater China, general manager of Oracle, general manager of Kingdee, and regional head of BI Competence Centre for HSBC Asia Pacific.

Christopher Lee has over 36 years of experience in the ICT environment, working in the areas of software development, data centre architecture, database development, disaster recovery, big data analytics, data warehousing and predictive and analytics business intelligence solutions. Chris was a pioneer in the Smart Card technology and was working on pilot projects on EMV, Mondex and Proton protocols and standards. One major solution he worked on is the Trans-action Network Plus Inc., (TNPI) & Product Tech Inc. (PTI) payment and ID card technology called SMARTCITY which was bought up by ICL Limited and now owned by Fujitsu. He also largely works on IoT, AI, Machine Learning, and FinTech. Chris has a vast knowledge about businesses across Asia, and has the ability to grow pipelines quickly and bring to the table top value propositions across the Asian region.



**CHRISTOPHER LEE**  
Big Data Warehouse,  
Business Intelligence Expert  
President  
**National Big Data Association  
of Malaysia**



**MARIO BOJILOV**

Big Data, Machine Learning and  
Performance Management Professional  
CEO, Managing Director  
**Meta Business Systems, Australia**

Mario founded Meta Business Systems of which he is the current Chief Data Strategist. The company is focused on performance monitoring, business intelligence and social media analytics. According to him, the key to unlock the hidden value of a company is by finding the process with best improvement potential, implementing an Artificial Intelligence-based solution and producing information. His specialities revolves around Big Data, Machine Learning, Digital Strategy, Data Analysis, Risk, Artificial Intelligence, Cybercrime, and Digital Transformation. Mario has appeared as a presenter and lecturer at various professional and academic bodies, such as Institute of Internal Auditors (IIA), Information Systems Audit and Control Association (ISACA), University of Queensland and University of Southern Queensland. He has conducted many workshops/trainings in South East Asia and the Middle East, and presented multiple conference presentations.

Shailendra is the Vice President and Chief Evangelist for Analytics and Leonardo in the APJ&GC region of SAP. He is responsible for driving innovative ideas and discussions with SAPs clients in the region. With an experience of over 23 years working with Corporates, Software Vendors and Consulting companies to deliver over One Billion Dollars through advanced analytics, Shailendra joined SAP in July 2017. He has established and lead several data science businesses to generate revenue and drive incremental growth by creating multiple cognitive solutions across a variety of sectors, including: High Tech, Financial Services, Retail and Public Sector. He has published multiple articles about analytics and cognitive solutions; and recently published an Amazon bestseller "Making Money out of Data" which showcases five business stories from various industries on how successful companies make millions of dollars in incremental value using analytics. Prior to joining SAP, Shailendra held senior executive level positions at IBM, Accenture, Woolworths and Coles.



**SHAIENDRA KUMAR**  
Data Science Leader,  
Predictive ML AI Evangelist  
VP, Chief Evangelist  
**SAP, Australia**

# SPEAKER PROFILES



**MOHAMAD NIZAM KASSIM**  
Cyber Threat Intelligence Expert  
Specialist - Cyber Security  
Responsive Services  
CyberSecurity, Malaysia

Nizam is a Specialist in Cyber Security Responsive Services of CyberSecurity Malaysia, an agency under the Ministry of Communications and Multimedia Malaysia. He is involved in developing the cyber threat intelligence platform that focuses on identifying cyber threat landscape, threat actor profiling and cyber-attack profiling based on publicly available sources and open threat feeds for strategic analysis. He has developed a threat search engine that correlates various common vulnerability exposures, exploit codes and security advisories and also, prediction system to detect investment scams and frauds websites. Prior to working with CyberSecurity Malaysia, he worked in the telecommunication industry in designing and implementing core-switched and packet-switched networks for GSM and 3G networks, predicted mobile network traffics forecasts and implemented mobile network monitoring system. In 2011, he was selected by ISC2 USA and its Asian Advisory Board as one of the honourees of the Asia Pacific Information Security Leadership Achievements (ISLA) in Jakarta, Indonesia for his contribution in cybersecurity initiatives in Malaysia. Currently completing his PhD research in natural language processing, Nizam also delivers training services for law enforcement officers on open source intelligence and security analytics.

Virag Thakkar is the Senior IT Compliance and Process Specialist of Agoda, Thailand. He heads the Audit & Compliance of Agoda for GDPR, PCI and SOX. With over 16 years of experience in Cybersecurity covering Audit & Compliance, Risk Management & establishing Security Operations, Virag's core strengths includes ensuring audit compliance according to various standards and customer requirements/agreements, cybersecurity, strategic outsourcing, ISO 27001, DLP & SOC, and more. He is also an information security awareness trainer/speaker. Virag holds some of the industry leading certifications like CISSP, ISO 27001 Lead Auditor, PCI-SI, ITIL Foundation & Cyber Laws.



**VIRAG THAKKAR**  
GDPR, PCI & SOX Expert  
Senior IT Compliance & Process Specialist  
Agoda, Thailand



**WYN HOPKINS**  
Microsoft MVP,  
Spaeaker, Developer  
Director  
Access Analytic, Australia

Wyn is the director at Access Analytic providing "Amazing Excel and Power BI Solutions" for leading companies in order to assist growth, control cost and reduce risk. He is one of approximately 100 Excel MVPs worldwide (annually awarded by Microsoft). He's also a Microsoft Certified Excel Expert and VBA Developer. He has presented in CPA Congress, SQL Saturday, O365 Saturday, Perth Modern Excel and Power BI Used Group and more. He is often engaged by companies like Chevron, Peet and other clients to improve the reporting and analysis capabilities in departments such as Finance, Human Resources, Maintenance and Operations. Wyn is known for continuously exceeding client expectations of what's possible with modern versions of Excel and Power BI, by utilising the latest Business Intelligence software including #PowerBI, Power Query and Power Pivot to build applications that help companies with analysis, reporting, process improvement, training and modelling.

Hari Iyer leads the Technology Risk Services for BDO Malaysia, Vietnam, Cambodia, Myanmar and Brunei. The primary focus is on the high-end services including Internet of Thing (IoT), Blockchain Technology, Cloud-based Solutions, Cyber Strategy, Artificial Intelligence, Machine Learning and Robotic Solutions. He has experience handling complex applications like SAP, Oracle and Microsoft Dynamics AX. Hari also offers independent programme assurance to ensure that benefits are realized from these programmes for his clients. He has over 25 years of experience gained partly with the Big 4 professional accountancy firms in Australia and the UK including Grant Thornton, PwC, and EY.



**HARI IYER**  
IoT, Blockchain Technology,  
Cyber Strategy, AI & ML Expert  
Partner, Executive Director - ASEAN  
BDO, Malaysia



# SPEAKER PROFILES



**DR. FAROUK ABDULLAH**  
Data Science Market Maker  
Chief Data Scientist  
Natural Intelligence  
Solutions-LLOOPP Malaysia

Dr. Farouk is a business leader with extensive strategic and analytical experience in a broad range of industries. He is an experienced data artist with an acute business acumen and a track record of shaping strategic business decision objectives and identifying operational efficiencies. Farouk has delivered business growth by driving strategic decision making through application of an optimum blend of data driven and intrinsic business knowledge methodologies. He has worked tirelessly to raise the awareness of data, analytics and data science in the UK and Malaysia, latterly holding the position of Chief Data Scientist for the Natural Intelligence Solutions. With over 15 years of first-hand experience of establishing analytics teams and delivering trusted insights in large FTSE 500 companies in the UK, Farouk has spent most of his working life in the UK where he led data and analytics teams in the Banking, Energy, Telecoms and Media Industries.

Kim Lee is the Executive Creative Director & Digital Marketing Director of Kim Will Rule. Prior to this, she was the Global Creative Director of Netflix and Digital & Social Media Lead Global Senior Director for Asia, Middle East, Africa in Novartis. Kim is a multidisciplinary and award-winning advertising Creative Director who has successfully led and managed international brands such as Heineken, Nike, Kraft Jacobs Cronat Gold, Beck's Beer, Volvo, HP, Panasonic, Sony Ericsson, Canon, British Airways, Kodak, Seagram, Nokia, Discovery Channel and more. She was the former Global Creative Director of Netflix. She was also the Digital & Social Media Lead (Senior Director) Global - Asia, MEA, Africa of Novartis Pharmaceuticals. Besides digital marketing, her expertise also revolves around social listening and analytics – big data, integrated marketing, advertising, direct marketing, concept development, digital copywriting, viral marketing, and more.



**KIM LEE**  
Executive Creative Director &  
Digital Marketing Director  
Kim Will Rule  
Former Global Creative Director  
Netflix, Singapore



**ROHAN KAMRA**  
Brand Marketer & Demand Generator  
Regional Marketing Manager  
- APAC & Japan  
Intel, Singapore

Rohan is a native brand marketer with extensive experience of integrated marketing for business and consumer audiences. He has led multiple projects that involved customer acquisition, engagement, retention, product management and new business development across brands and marketing agencies. Rohan is a data driven and staunch believer in marketing's role in pushing digital transformation and acceleration across organization. He is currently a member of Intel APJ's Digital Marketing and Media team leading digital strategy spanning paid media, content and web & digital capabilities across digital and offline. Prior to Intel, he has worked with leading digital agencies like Digitas, JWT Digital & DBB managing clients from FMCG, technology, financial services and alcoholic beverages.

Jernej Adamic is the co-founder and CEO of Zenodys, a decentralized market place that incentivizes people and companies to trade digital assets in a fully standardized and actionable form using blockchain technology. Jernej is a Tech, Blockchain, AI and IoT expert who also focuses on Data & Privacy and as well as Writes in Magazines and Speaks in Events and Conferences. Based in Netherlands, Jernej speaks English, Croatian, German, Italian, Serbian and Slovenian. His believe that new tech has the potential to get human race to the point where our basic needs can be produced without people's direct work allows him to explore in many intelligent projects. Jernej has experience working in online marketing, communication and branding strategies, sales & growth hacking & customer acquisition, and more.



**JERNEJ ADAMIC**  
IoT, Blockchain Technology,  
and AI Expert  
Co-Founder and CEO  
Zenodys, Netherlands



# SPEAKER PROFILES



**LINCOLN TEO**  
Blockchain Enthusiast  
Founder & CEO  
**Intel Wise Group**  
Credit Bureau Advisor  
**Central Bank of Brunei**

Lincoln is an advisor to the Central Bank of Brunei and Board Advisor of Genesis Corporation. He is the Founder and CEO of Intel Wise Group, a company that curated data on more than 100+ million companies in China and helped companies globally with their compliance and due diligence needs. More recently, the company has embarked on blockchain technology and developed platforms for alternative financial services including trading of digital assets. He has experiences working as the COO and Managing Director in DP Information Group - a subsidiary of Experian Plc which manages multiple data repositories in South-East Asia (including Singapore, Malaysia, Indonesia, Vietnam and Brunei). He also headed the credit bureau infrastructure consultation project for the government of Vietnam (Financial Sector Modernization and Information Management System for State Bank of Vietnam) and Experian Group's project to develop a credit bureau with Indonesia's Otoritas Jasa Keuangan - the Financial Services Authority. Lincoln's experience includes risk management and IT infrastructures with United Overseas Bank Group and Standard Chartered Bank. As a statistician, he introduced credit scoring to multiple banks in Asia-Pacific and also found time to serve on project teams of the World Bank Group and the Asian Development Bank.

Kin is a seasoned entrepreneur & keynote speaker on Customer Profiling & Digital Analytics with more than 15 years of industry experience in Digital Marketing & e-Commerce across verticals. He is the founding partner of Kasatria, the only Premium Partner for Google Analytics in Malaysia. Here, he leads a Big Data team that specializes in developing data management platforms that take advantage of data streams to identify risks & opportunities to influence automated recommendations & decisions. The last decade has seen him collaborate with industry leaders in banking, telecommunications, entertainment, hospitality, healthcare and even plantations to harness data & make it useful to stakeholders so that they can make better decisions. His current area of focus revolves around how to effectively extend data models to be interpreted not only by humans, but also consumed by other machines, so that decisions and outcomes can be tracked, analysed and acted upon in real-time.



**CHAN KIN PENG @ KIN**  
Big Data Advocate &  
Specialist  
Founding Partner  
**Kasatria Technologies, Malaysia**



**ANDREW LAU**  
Learning Gamification Specialist  
Founder & CEO, **Think Codex**  
Vice Chair, **GamFed**

Andrew is the founder and CEO of Think Codex, and also Vice Chair of the International Gamification Confederation (GamFed). He is a gamification expert, and leads a multiple award winning gamification organization that develops gamified solutions focused on behaviour change, which leads to business results. Through GamFed, he also co-leads a global community of gamification gurus, academia, experts and professionals that champion the cause of gamification. Andrew has vast experience across multiple roles in the oil & gas industry, working on large integration projects across the world. Andrew is an IMD alumni, a certified Business Analyst from George Washington University and graduated with a Bsc. in Computer Science.

Aldila is currently the Head of Customer Relationship Management & Big Data in Unilever, Indonesia. He has a unique talent fusion in between sales & marketing and Big Data Analytics with proven strengths in business development and consultancy. He is a retail and FMCG industry expert with demonstrated skill in trade marketing, strategic planning, territory and distribution management, key account, brand activation and project management. Aldila is a technologist with strong business acumen and technical experience in big data analytics, digital marketing, CRM, and more. Some of the awards he has won includes Platinum Award Best Business Contributors, and Platinum Award Contact Centre Operation. He is a member of Indonesia Marketing Association.



**ALDILA SEPTIADI**  
CRM & Big Data  
Analytics Professional  
Head of Digital CRM & Big Data  
**Unilever, Indonesia**

# SPEAKER PROFILES



SPEAKERS



**PATRICK KLOTZ**  
IoT and Big Data Specialist  
CEO & Director  
Datalynx, Malaysia

Patrick has over 20 years of experience in the IT industry and is very passionate about disruptive technologies that help solving real world issues. His strengths are building and leading multi-cultural teams and striving to continuously improving processes and services, which makes him also a pragmatic problem solver. He is currently the CEO and Director of Datalynx which has MSC status and is a member of EU-Malaysia Chamber of Commerce & Industry (EU-MCCI), The National ICT Association of Malaysia (PIKOM) and Swiss-Malaysian Business Association (SMBA). His expertise revolves around Internet of Things (IoT), Big Data and Data Analytics, Digital Transformation, and more. Patrick has spoken in several conferences being keynote speaker, panellist and as panel moderator as well.

Usha, who holds a Master Degree in Software Engineering, and currently pursuing Doctorate degree focusing on data science, brings with her deep experience and know-how in Big Data Analytics in electronics manufacturing and supply chain operations from leading MNCs including Flextronics, Agilent, Lumileds and most recently Motorola. Usha leads Lexi's Data Operations team in Penang and is responsible for driving on-time execution of Lexi's fast-growing volume of large-scale projects for their customers, which include some of the biggest and best-known global OEMs.



**USHA BALASUNDARAM**  
Big Data Reporting Professional  
Data Operations Manager  
Lexi Solution, Malaysia



**FARES HASAN**  
Machine Learning &  
Data Science Expert  
Data Scientist  
Fave, Malaysia

Fares is an expert in the area of machine learning and data science and is currently a data scientist in Fave. Fares has worked in various inspiring projects. His work with medical imaging in diagnosing tuberculosis using chest x-ray images gave him a purpose and clarity of the quality of life we could achieve from developing artificial intelligence technologies. His next mission is to further his research in this field for there he could contribute by an ounce for the betterment of humanity. Fares is focused on contributing to various initiatives workshops and meetups to spread the knowledge of artificial intelligence and machine learning in support of the democratization of Ai technology. Fares is a contributor to DevCon initiative by MAGIC (Malaysian Global Innovation Center) in the machine learning chapter by conducting the bi-monthly workshop for a group of participants, students, and working professionals.

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