







# How to Be More Collaborative with Your Data

Thursday 29<sup>th</sup> July, 10:00-11:30 (BST) | Zoom Meeting

How can leading organisations improve the way they connect and collaborate with data for a true competitive advantage?

## SESSION AGENDA

10:00-10:10	Welcome and introductions
10:10-10:30	<b>Presentation and Q&amp;A: Jaguar Land Rover</b>
	 <p>Fatema El-Wakeel Data &amp; Analytics Manager <b>Jaguar Land Rover</b></p>  <p>Erwin Bakker Head of Operations <b>Jaguar Land Rover</b></p>
10:35-11:00	<b>Panel Discussion: HSBC &amp; Microsoft UK</b>
	 <p>Malika Malik Data &amp; AI Cloud Solution Architect <b>Microsoft UK</b></p>  <p>Naya Giannakopoulou Data &amp; AI Cloud Solution Architect <b>Microsoft UK</b></p>  <p>Oxana Samko Innovation Research VP <b>HSBC</b></p>
11:05-11:25	<b>Presentation: Applied Blockchain</b>
	 <p>Adi Ben-Ari Founder and CEO <b>Applied Blockchain</b></p>
11:25-11:30	Conclusions and close

[Register your place](#)

## SPEAKER BIOS

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**Fatema El-Wakeel, Data and Analytics Manager, Jaguar Land Rover** - Fatema has more than 10 years of experience in enabling Data Analytics in organisations and she set-up Jaguar Land Rover's Financial Services Analytics COE. Her experience includes creating Data Analytics roadmaps, looking into strategy, setting Analytics Communities as well as executing projects and utilising Data Analytics to recommend Strategic and Operational decisions for the business. She has worked across Europe, Middle East and Africa, and led change management, organisation restructuring and innovation projects in both multinationals and public sectors. Her industry background includes Consulting, Automotive, IT, Hospitality and others.

**Erwin Bakker, Head of Operations, Jaguar Land Rover** - Erwin has 15 years Auto Finance experience through GMAC/GM Financial and Jaguar Land Rover, covering Risk, Regional Operations, Pricing, Market Entry, Product Development and Tenders. He ensures that Credit Limits meet commercial needs and drive liquidity actions, lead wholesale and RV risk management actions, drives global reporting and lead the development of the analytics function and lead Global pricing and control processes.

**Malika Malik, Data & AI Cloud Solution Architect, Microsoft UK** - Malika is Data & AI Cloud Solution Architect at Microsoft UK; her key focus is to empower success for customers by designing optimal architectures that deliver valued outcomes and orchestrating eco-system resources for inspiring Customer experiences. Outside her day job, Malika is an AI advisor – Enterprise Adoption of AI at the All Party parliamentary group on AI, and Atal Innovation Mission for India. Malika holds an MSc Data & AI from The London School of Economics, UK.

**Oxana Samko, Innovation Research VP, HSBC** - Oxana is Innovation Research VP at HSBC, leading and delivering innovative and cutting edge AI and ML projects to the enterprise. Her current focus is on AI ethics (in collaboration with Monetary Authority of Singapore), Synthetic Data (in collaboration with The Alan Turing Institute), Privacy Enhancing Technologies and MLOps. In prior roles she led HSBC internal Data Science consultancy, was also Data Scientist in a fintech company, and an academic researcher. Oxana holds a PhD in Machine Learning from Cardiff University, UK.