




Leading Decision Making with Insights, Data and Analytics

Thursday 16th September, 10:00-11:30 (BST) | Zoom

The Digital Marketing Leadership Academy aims to help you innovate, learn, and grow in the age of AI by providing leading edge digital strategy insights which will help drive business growth. Marketing analytics leaders have to leverage customer data to develop and deliver critical decisions. Getting the data, you need is critical to marketing analytics strategy and delivering success.

SESSION AGENDA

10:00-10:10	Welcome and introduction
10:10-10:35	Presentation and Q&A: Exasol
	 <p>Peter Jackson Chief Data and Analytics Officer Exasol</p>
10:35-11:05	Panel Discussion: HubSpot & Meltwater
	 <p>Susanne Ronnqvist Ahmadi VP International Marketing HubSpot</p>  <p>Angela Wiesenmüller Marketing Director EMEA Meltwater</p>
11:05-11:25	Breakout Discussion Groups
11:25-11:30	Conclusions & Close

[Register your place](#)

SPEAKER BIOS

Peter Jackson, Chief Data and Analytics Officer, Exasol - Peter is Chief Data and Analytics Officer at Carruthers & Jackson, an international data consulting and events organisation, founded in 2018 with his co-author Caroline Carruthers. Prior to this Peter was Group Director, Data Sciences at Legal and General and held the position as CDO of LGIM (the L&G Investment Management). Before joining L&G Peter was Chief Data Officer at Southern Water after a period as Head of Data at The Pensions Regulator (TPR). Before joining TPR Peter spent 17 years providing data strategy consultancy across the not-for-profit sector, financial services and FMCG, working with large multi-national organisations and blue-chip brands.

Peter is a specialist in Data Strategy, Data Technologies, Master Data Management Strategies, Data Governance Frameworks, GDPR and Data Science. Peter is the co-author of 'The Chief Data Officer's Playbook' published by Facet November 2017, 'Data-Driven Business Transformation' published in March 2019 by Wiley and 2nd edition 'The Chief Data Officers Playbook' published 2020. Peter is an international speaker on Data, Artificial Intelligence, Innovation, and business transformation and co-founded the Chief Data Officers' Summer School which has an international alumnus of 1000+.

Angela Wiesenmüller, Marketing Director EMEA, Meltwater - Angela Wiesenmüller is the EMEA Marketing Director for Meltwater, one of the largest SaaS companies in the world. With 20 years of experience Meltwater helps companies make better and more informed decisions based on social and media intelligence.

Susanne Ronnqvist Ahmadi, VP International Marketing, HubSpot - Seasoned and dynamic marketer with +20 years of management experience from the tech-industry. Spent past years innovating and transforming marketing organization in fast pace and disruptive companies like HubSpot, Klarna and Projectplace.

Strong communication and social skills combined with long experience from development and management of international hi-growth go-to-market plans to build brand awareness, drive demand and meet business objectives. Entrepreneurial mind-set and ability to motivate and drive teams and individuals towards achieving both common and personal goals.