

THE DATA EFFECT

Fairmont Chateau Laurier

Ottawa, ON, Canada

April 12 & 13, 2017

Canada's future prosperity is linked to the ability of its citizens, businesses and government to maximize the use of our data resources, as well as maximize the opportunities that disruptive technologies can offer, for the public good.

The seventh edition of [The Data Effect](#), organized by CityAge on April 13th, 2017 in Ottawa, will look at the next steps in building our national strategy to use new tools in data — such as big data, AI and digital government — to build a better Canada. These new opportunities can promote economic productivity, demonstrate Canada is a sustainable resource exporter, make government more responsive and efficient, and encourage a healthier nation.

To date, more than 1,500 leaders from across North America and Europe have attended The Data Effect. This seventh edition of The Data Effect will continue to build the network of leaders who are achieving real progress in the use of data to improve the economy and society.

For further information please contact Marc Andrew (marc@cityage.org, 778 835 0633) or Miro Cernetig (miro@cityage.org 778-865-1557) at any time.

DRAFT AGENDA

April 12 at The Rideau Club:

**CFO/CIO Roundtable on Digital Transformation in Partnership with DX Agents
(by invitation)
4:00-5:30 pm**

**Welcome Reception at The Rideau Club for All Delegates
5:30 - 7 pm**

April 13 at The Chateau Laurier:

Full Program

NB ~ Subject to change

7:30 am Breakfast

**8:45 am Welcome by Conference MC:
Catherine Clark, *Catherine Clark Communications***

9:00 am Session 1: Building on Disruption: Our National Strategy

The recent budget made clear Canada's intention to embrace data-led innovation to create an engine of innovation and national prosperity. What are the essential next steps required to leverage Canadian talent in big data, AI and machine learning, and use it to better compete in the global economy? How can we build the national digital and supercomputing infrastructure required to lead in this race? Where do we have a lead that we can build on?

- **Khalid Al-Kofahi, Vice President, Research & Development, Thomson Reuters**
- **Mohammed Qadir, President and Chief Scientific Officer, Fusion Genomics**
- **Malcolm Campbell, Vice President, Research, University of Guelph**
- **John Weigelt, Chief Technology Officer, Microsoft Canada**

Panel Chair: Mark Dietrich, President & CEO, Compute Canada

9:45 am Sue Paish, President & CEO, LifeLabs

10:05 am Hon. Deb Matthews, Deputy Premier, Minister of Advanced Education, Minister of Digital Government, Province of Ontario

10:25 am Morning Break

10:50 am David Ramsay, Senior Director, Engagement SAP
The role design thinking in digital transformation

11:10 am Session 2: Driving Canada's Digital Transformation

The most successful organizations are those moving most aggressively to implement digital transformation that drives clear results. How can best practices in digital adoption and implementation be accelerated throughout government and the economy? How can data visualization help drive transparency and decision-making?

- **Matthew Mendelsohn, Deputy Secretary to the Cabinet, Results and Delivery, Government of Canada**
- **Josée Touchette, Chief Operating Officer, National Energy Board**
- **David Ramsay, Senior Director, Engagement SAP**
- **Doug Logan, Digital Solutions, Deloitte**

Panel Chair: Humza Teherany, CEO, Compass Digital Labs and President, CIO Association of Canada

11:55 am Fred Popowich, Executive Director, Big Data Initiative, Simon Fraser University
The transformative power of big data

12:15 pm Jennifer Chan, Vice President Policy and External Affairs, Merck Canada and Roy Wilds, Chief Data Officer, PhEMI Systems
The role of data in accelerating life science innovation

12:35 pm Lunch

1:45 pm **Kevin Lynch, Vice Chairman BMO (Former Clerk of the Privy Council and Secretary to Cabinet)**

Embracing data and disruptive innovation to build the future

2:05 pm **Session 3: Leveraging our Data for Use**

The world is awash in data, and the topics of privacy and security rightfully occupy much of the conversation. But it's not an answer to close access to data; rather we need to find the right ways to use data to drive a modern Canadian economy and government. What's the balance between opening data up and protecting personal privacy and security? How can data be used to create value, build new companies and help improve operations in companies in government? What is the cutting edge of this issue, and what do we need to know and implement today?

- **Kevin Tuer, Managing Director, Canada's Open Data Exchange**
- **Chris Willsher, Director of Distribution, Pelmorex Weather Networks**
- **Philippe Johnston, Chief Information Officer and Departmental Security Officer, NSERC and SSHRC**
- **John Preston, Associate Dean, Research and External Relations, McMaster University**

Panel Chair: Deborah Saucier, Provost and Vice President Academic, University of Ontario Institute of Technology

2:50 pm **Sheelagh Carpendale, Canada Research Chair in Information Visualization, University of Calgary**

New innovations in data visualization

3:10 pm **Session 4: Case Studies from the Future**

Every organization needs to use data to solve problems and build value. How are businesses, universities and government using big data and the new tools it offers to make a difference? How do we extend these case studies into other organizations? The closing panel will look at practical applications in the use of data and its potential to drive a transformational innovation agenda for Canada.

- **Niraj Bhargava, CEO, Fluent.ai**
- **Ayse Bener, Director, Data Science Laboratory, Ryerson University**
- **Cliff van der Linden, Founder, Vox Pop Labs**

Panel Chair: Kevin Lynch, Vice Chairman BMO

3:55 pm **Closing Comments**

4:00 pm **Conference Close**

About CityAge

CityAge: CityAge is a platform for ideas and business development, designed to enable new partnerships among the business, government and societal leaders who are shaping the 21st Century.

Our events have taken place, or are scheduled, in New York City, Vancouver, Los Angeles, San Francisco, London, Seattle, Philadelphia, Kansas City, Hong Kong and Toronto, among other cities.

To date more than [5,000 leaders](#) in business, government and society have attended a CityAge event. View full information at: www.cityage.org.