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A VIRTUAL CONFERENCE FOR ACCOUNTANTS AND FINANCE PROFESSIONALS

DATA INTELLIGENCE & ANALYTICS 2.0 CONFERENCE

BUILDING DATA CAPABILITIES

30 November 2020 (Monday)
9.00 am – 5.00 pm

A Virtual Conference for Accountants and Finance Professionals

Data intelligence today has advanced in such a way that agile organisations are embracing data and analytics as a weapon for forecasting and advancing finance functions. In these organisations, data and analytics are becoming increasingly important tools for finance and accounting professionals to derive insights that enable effective decision-making and control.

Are you ready to take advantage of the digital and data revolution? Embracing data analytics within the finance function opens up new opportunities and exciting career pathways for finance and accounting professionals to continuously stay relevant within the Digital Economy.

Join us in our second Data Intelligence & Analytics 2.0 Conference and expand your skills to explore new prospects within the AI-augmented future of finance.

WHO SHOULD ATTEND

CEOs, CFOs, Accountants, Finance Professionals, Directors, Heads, Managers and Executives in:

Accounting | Internal & External Auditing | Finance | Compliance & Risk | Governance | Data Analytics | Information Technology | Data Sciences | Enterprise Data Strategy | Business Intelligence | Data Management | Customer Insight



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For 3 pax & above
from the same
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ATTEND THIS VIRTUAL CONFERENCE TO GAIN INSIGHTS INTO

- **INTEGRATING** data and analytical tools effectively with your organisation's financial functions
- **FORECASTING** and decision making using Data Analytics
- **DEVELOPING** a pool of digitally advanced finance and accounting professionals to serve market demand
- **IMPLEMENTING** current data governance practices and future control mechanisms
- **MASTERING** data risk implementation in finance during COVID-19

DATA INTELLIGENCE & ANALYTICS 2.0 CONFERENCE

BUILDING DATA CAPABILITIES



CONFERENCE PROGRAMME

8.30 am PARTICIPANTS LOGIN TIME AND ANNOUNCEMENT BY EMCEE

PANEL DISCUSSION

POWERING TOWARDS THE DIGITAL ECONOMY

Get insights into current developments and policies for empowering data utilisation led by the government and the concomitant impacts and prospects for data advancement and digital economy affecting organisations in both the public and private sectors

9.00 am
–9.50 am

MODERATOR

NICHOLAS SAGAU TONY NGIMAT | President, Malaysia Digital Association

PANELLISTS

FREDDY LEE | Chief Technology Officer, IBM Malaysia

JASMINE NG | Chief Revenue Officer, iPay88 Malaysia

DR ONG HONG HOE | Head, Data Science and Analytics, Bank Negara Malaysia

PANEL DISCUSSION

INTEGRATING DATA AND ANALYTICAL ROLES INTO FINANCE FUNCTIONS

Boards in the 21st century are grappling with an increasingly complex business environment rife with emerging and strategic risks that threaten sustainability and long-term value creation such as the COVID-19 pandemic outbreak, influx of technologies and climate change. Besides adapting to the technological revolution, Boards also need to focus on overcoming challenges in other areas such as in governance, talent, culture and strategy. This panel discussion will dive deeper into the issues faced by boards that need to be mitigated and how boards can become more agile and resilient.

9.50 am
–10.40 am

MODERATOR

CHARI TVT | Chairman, DTIC PAIB Working Group, Malaysian Institute of Accountants

PANELLISTS

RAMAMOORTHY RAJAGOPAL | Director Finance, Tesco Bengaluru

RAMESH GOPAL | Consultant and Software & Data Engineer, AlphaZetta

SIM SIEW SHAN | Chief Financial Officer, AirAsia Berhad

VINCENT LEE HONG FAY | Chief Executive Officer and Founder, Wavelet Solutions Sdn Bhd

10.40 am
–10.55 am

BREAK

DATA TALK

BUILDING DATA CAPABILITIES

Discussion session on strategic methods implemented by organisations to develop an effective digital workforce

10.55 am
–11.25 am

MODERATOR

DR NURMAZILAH DATO' MAHZAN | Chief Executive Officer, Malaysian Institute of Accountants

PANELLIST

DR SEKAR JAGANATHAN | Digital Strategy Director, Kenanga Group

CASE STUDY

MANAGING DATA RISK IN THE FINANCE FUNCTION DURING COVID-19

This session looks at valuable use cases from companies that have implemented blockchain successfully and considers how Blockchain will likely influence transparency within the finance function and financial value chains. A highly useful sharing session for all organisations contemplating their own blockchain journey.

11.25 am
–12.05 pm

SPEAKER

JESSICA CHUAH | Compliance Director, Klik Singapore

12.05 pm
–1.35 pm

BREAK

PANEL DISCUSSION

HOW MUCH FOCUS ON DATA AND ANALYTICS DO ACCOUNTANTS NEED?

There is growing buzz that accountants should be hybrid tech executives and leaders to remain relevant in the digital economy. This session examines the expanding scope and skillsets of accountants with regards to data intelligence and analytics expertise and asks:

- Whether data and analytics tools can standardise and automate finance reporting to drive productivity and accountants up the value chain?
- What organisations can do to empower and create a digital culture among accountants?
- How accountants can continuously stay relevant and abreast of speedy advancements in data and analytics?

1.35 pm
–2.25 pm

MODERATOR

DR LAU CHER HAN | Chief Data Scientist and Chief Executive Officer, LEAD, Australia

PANELLISTS

CHEAH CHUN HOW | Managing Director, High Pines Training and Consultancy Sdn Bhd

RAVI MADAVARAM | Director of AI commercialisation, ADVANCE.AI, Singapore

STEVE MONAGHAN | Chief Digital Officer, Riyad Bank, Hong Kong

THE EVOLUTION OF DATA CONSUMPTION AND DEMAND

This session will look at changes in data consumption patterns and the COVID-19 impact on the demand for data. With the growing need for industry forecasts, we will also examine the trends and opportunities on the consumption and demand of data.

SESSION SPONSORED BY



2.25 pm
–3.15 pm

SPEAKER

NATALIA YANAKIEVA | Head, Industry Research, EMIS Bulgaria

3.15 pm
–3.30 pm

BREAK

CASE STUDY

SKYROCKET DATA: HOW IMPORTANT IS DATA MANAGEMENT IN FINANCE?

SPEAKER

LEE CHEE SENG | Azure Business Group Lead, Microsoft Malaysia

3.30 pm
–4.10 pm

PANEL DISCUSSION

DATA TRUST AND GOVERNANCE: THE CHALLENGES

Security issues are a perennial headache for all organisations in the digital data economy. This session shines a light on the latest developments and controversies in the data trust and governance landscape, including:

- The mooring, collection and storage of data as well as third-party access to sensitive data
- The use of data trusts to encourage companies to pool data and work on data-driven projects with common goals
- The deployment of policies to control data usage to help organisations effectively manage
- The availability, usability, integrity and security of collected and stored data.

4.10 pm
–5.00 pm

MODERATOR

RAYMON RAM | Member, DTIC Governance Working Group, Malaysian Institute of Accountants

PANELLISTS

DR ANDREAS G. KOUTOUPIS | Chairman, Board of Directors,

KnR Governance, Risk, Compliance and Internal Audit Services, Greece

GEETHA RUBASUNDRAM | Forensic Accountant

5.00 pm END OF CONFERENCE

DATA INTELLIGENCE & ANALYTICS 2.0 CONFERENCE

BUILDING DATA CAPABILITIES



CONFERENCE SPEAKERS



DR ANDREAS G. KOUTOUPIS

Dr Andreas is Chairman of the Board of Directors at KnR Governance, Risk, Compliance and Internal Audit Services. For the past 20 years he was involved in governance, risk & internal audit related assignments at over 200 organisations in 19 countries. He is an Associate Professor of Financial Accounting and Auditing at the University of Thessaly, Greece; and also lectures at universities, as well as the National Centre of Public Administration in Greece. Prior to KnR, he was Director, Head of Mazars Greece Governance, Risk & Internal Audit Services; and Senior Manager, Internal Audit Services department of PricewaterhouseCoopers, Greece. He is an Independent Non Executive Member and Chairman of the Audit Committee at Loulis Mills S.A., Livanis Group and FFGroup (Follie Follie) and Chairman of the Audit Committee of AGEK, IASO Hospital and Cooperative Insurance Company of Northern Greece Public Coaches, as well as member of several Greek Public Hospital Audit Committees.



CHARI TVT

Chari was Group Chief Financial Officer at Axiata Group Berhad until retiring in 2016. Subsequently, he has been taking senior advisory and consulting assignments, including a listed infrastructure company in Malaysia, a global valuation company and a high-tech semiconductor fabrication company. He is a Board and Board advisory member of a telecommunication company, and an analytics and software company. Prior to the Axiata Group, he was Vice President of Sales for Asia Pacific and Japan at HP Financial Services and had served HP for over 20 years. He holds an MBA from State University of New York at Buffalo, and is a Fellow member of the Chartered Institute of Management Accountants UK, an Associate member of Institute of Chartered Accountants and the Institute of Cost and Works Accountants of India. He is Chairman of DTIC PAIB Working Group, Malaysian Institute of Accountants and an advisor to a UK-based listed software company.



CHEAH CHUN HOW

Chun How is the Managing Director of High Pines Training and Consultancy Sdn Bhd, and has over fifteen years of working experience in both SMEs and multinational companies as Corporate Auditor, IT Auditor, Head of Finance and Operations, Senior Financial Analyst and Sales Team Lead across diverse industries including wholesale and retail, financial planning, IT hardware and software, audit and accounting, insurance, banking, financial institution and oil & gas. He is a Chartered Accountant and holds a Bachelor of Science in Accounting and Finance (Hons). He is a fellow member of the Association of Chartered Certified Accountant and Malaysian Institute of Accountants, a Certified Financial Planner, a qualified Pembangunan Sumber Manusia Berhad Trainer, a Microsoft Office Specialist, and a certified GST consultant with Royal Malaysian Customs. He has conducted various training programmes on MS Excel, accounting and tax, including GST.



FREDDY LEE

Freddy is the Chief Technology Officer for IBM Malaysia and has been with IBM for 24 years. In his tenure with IBM, he has supported large enterprises and designed systems particularly around the storage discipline. He has a very strong background in IT Infrastructure, and is the first person in the IBM Systems business unit in ASEAN to attain the Open Group Distinguished IT Specialist Certification, the highest level of certification in the IBM IT Specialist Profession. A sought-after speaker in seminars, workshops and technical presentations across the ASEAN region, he also regularly contributes to an external non-profit organisation and serves on the Board of the Storage Networking Industry Association Malaysia. Freddy holds degrees in Computer Technology and Computer Science from Curtin University of Technology, Australia.



GEETHA RUBASUNDRAM

Geetha is a Chartered Accountant and Chartered Management Accountant. She is an Associate Member of the Chartered Institute of Management Accountants (CIMA) with a MSC in Auditing, Management Accounting & Information Systems from Skema Business School, France. She is currently pursuing her PhD in Governance. She has nineteen years of international corporate and academic experience. She consults, trains and does research in Forensic Accounting, Integrated Reporting, Cybercrime, Internal Controls, Governance, Corruption, Fraud Risk Assessment and Strategic Management Accounting. She is a member of the Malaysian Institute of Accountants.



JASMINE NG

Jasmine is Chief Revenue Officer at iPay88 Malaysia, and has over 20 years of experience in the financial services sector. Her senior-level assignments include the setting up of corporate & consumer financial services contact centres, credit card merchant businesses, overseeing the card business regionalisation programmes, creating alliances with synergies for organisations and providing consultancy from business transformation to service culture enhancements to the C-suites. Prior to iPay88, she was Chief Executive Officer at Razer Fintech and NEM Malaysia; and Business Development Director of South East Asia, Head of Group Digital, Strategic Digital Alliances and Project Management Office for the Maybank Group. Jasmine is also co-founder and advisor to EPIC Homes, an executive committee member of the Malaysian Crime Prevention Foundation-KL Chapter, and serves on the advisory boards of an online FinTech school, a venture capital company, MHub, a prop-tech start-up amongst other activities.



JESSICA CHUAH

Jessica is the Compliance Director at CliK Singapore and is a risk practitioner with a demonstrated history of working in the financial services industry, in particular financial technology. Her development and implementation of technology convergence in risk management cover fintech projects across ASEAN countries, including e-wallets that allow for crossborder wired transfers, payroll and remittance. She works closely with regulators, uses technology to design and establish thresholds and red-flag alerts, continuously stress-testing processes and controls to pre-empt instances of ML/FT fraud. She supports the use of distributed ledger technology to reshape industries such as Enterprise, Government, Banking—the Age of Blockchain, for secure and centralised infrastructure while creating an application with decentralised business logic. Jessica holds an LL.B accredited from the University of London (international programme), and is a member of MIA and ACCA.



DR LAU CHER HAN

Dr Lau is Chief Data Scientist and Chief Executive Officer at LEAD, Australia. LEAD is an institution that provides programmes on data science, full stack web development, and digital marketing, and has provided in-house consultancy and training for universities and corporates including Intel, OCBC, Standard Chartered, HP Enterprise, Shell and Heineken. His expertise is in machine learning and Natural Language Processing (NLP) and he has developed has developed full-stack web applications on multiple platforms and is fluent in multiple human and programming languages. He co-founded and served as CTO for JoinHappen.com and Heroboyfriend. He was the Microsoft Office Expert World Champion for Excel and received full scholarships for his Masters and PhD programmes.



LEE CHEE SENG

Chee Seng is the Azure Business Group Lead at Microsoft Malaysia, and has 16 years of sales experience selling across enterprise, education and government-linked companies. A high-achieving leader that approaches business objectives with creativity and dedication, he is adept at negotiating large deals and influencing and persuading key decision makers, he has exceptional ability to develop new business, deliver concrete results and drive key initiatives and measurable ROI. He has an outstanding track record of achievement in the IT industry: Microsoft, Alibaba Cloud, NetApp, EMC, Apple and Hewlett-Packard.



NATALIA YANAKIEVA

Natalia is Head of Industry Research at ISI Emerging Markets Group, a global provider of data, analysis and research through its brands CEIC and EMIS. Natalia has been responsible for the proprietary industry content at the company since 2010. Previously, she has worked as content manager and industry analyst at ISI and other business media. Natalia holds a BA degree in International Relations and an MA degree in International Economics from the University of National and World Economy in Bulgaria.

DATA INTELLIGENCE & ANALYTICS 2.0 CONFERENCE

BUILDING DATA CAPABILITIES



CONFERENCE SPEAKERS



DR NURMAZILAH DATO' MAHZAN

Dr Nurmazilah is Chief Executive Officer of the Malaysian Institute of Accountants (MIA). Prior to leading the MIA, she was Director of the University Malaya Graduate School of Business. Her corporate experience covers various industries including property development and construction, banking, unit trusts, trading and manufacturing. Dr Nurmazilah was an MIA Council member, a member of the Malaysian Accounting Standards Board, member of Board of Governors for the Institute of Internal Auditors, Council member of the Malaysian Institute of Certified Public Accountants, and Honorary Treasurer with Persatuan Ekonomi Malaysia. She also served in various committees of MIA and MICPA, and is Chairman of the MIA <IR> Implementation Steering Committee since 2016. Dr Nurmazilah is a member of MIA, MICPA, an ASEAN CPA and a CGMA fellow. She is a Certified Internal Auditor and holds the Certified Risk Management and Assurance qualification. She holds a PhD in accounting from the University of Birmingham, United Kingdom, and has conducted various research projects in the areas of auditing, financial reporting and corporate governance throughout her academic career.



NICHOLAS SAGAU TONY NGIMART

Nicholas is the Chief Product Officer at Rev Media Group, the digital arm of Media Prima Berhad. He drives the strategy implementation and operations of the group's digital products contributing to the overall group's vision to be the leading digital-first content and commerce company in Malaysia. He is also the President of the Malaysia Digital Association (MDA). He has set up many new digital initiatives within the group, and drives the group's digital partnerships, i.e. Google/YouTube x Media Prima Video Partnership. Nicholas has 16 years of experience in media in the digital space, and his areas of focus include digital product and innovation, games and apps development, esports, corporate innovation and start-ups, corporate incubator, OTT and digital video content distribution. Nicholas is a frequent speaker and moderator at a variety of digital industry conferences and seminars.



DR ONG HONG HOE

Dr Ong is the Head of Data Science and Analytics at Bank Negara Malaysia where he leads a team of data scientists and machine learning engineers responsible to provide advanced analytics in the Bank. Prior to the Bank, he was a Senior Director at MIMOS Berhad, Malaysia's national ICT and micro-nanoelectronics R&D centre, where he led data vision and products roadmap for artificial intelligence, data-intensive analytics, and HPC Cloud technologies. He earned his Ph.D. in Computer Science from the University of Portsmouth, UK and his B.S and M.S in Computer Science from Kent State University, Ohio. He is an established speaker internationally and has contributed extensively to the industry through 52 filed patents, 2 book chapters and 80 refereed papers. He serves as an industry advisor to universities and advisory consultant to the public and private sectors.



RAMAMOORTHY RAJAGOPAL

Ramamoorthy is Director Finance, Tesco Bengaluru, India and formerly was the Senior Vice President, Finance at AXIATA. He is a CFO-level finance leader and business partner to CxO, with over 17 years of experience at both Fortune 500, start-ups and organisations across multiple geographies. He has exposure to all facets of Commercial & Operational Finance including FP&A, Planning, Controlling, Performance Management, Pricing, Investor Relation, M&A Appraisal, Financial Accounting, Audit and Treasury. An innovative problem solver, he has formulated and driven change in complex and dynamic environments. He has built finance function at both start-ups and Fortune 500 companies and is highly adept at fostering and maintaining a high performance culture. His accolades include being winner of "Future CFO Award" in 2012 by CFO India Magazine, recognised as "Best Finance Partner" by CFO of Vodafone Group and "Best Initiative Award" by CEO of Vodafone India.



RAMESH GOPAL

Ramesh is a Consultant and Software & Data Engineer at AlphaZetta. He has worked in the software industry for over 20 years and has worked seriously with data for the last 5 as a data engineer. He does a lot of work with data using time-series analytics in financial markets and mainly uses and prefers open source tools to do that. His experience include initiating and incubating fintech startups; creating special situations private funds; mentoring technology startups, including assisting in fundraising; as well as managing and providing technical consultation on software, data and analytics.



RAVI MADAVARAM

Ravi is Director of AI commercialisation at ADVANCE.AI, Singapore. A leader with extensive experience in building Artificial Intelligence (AI) products, he has built cognitive services (chat, voice, video bots, low resource language NLP), machine vision (outdoor, scanned documents, receipts), reinforcement learning and anomaly detection. These products have been deployed in customer service, marketing, audit and fraud use-cases.



RAYMON RAM

Raymon is Founder and Managing Principal at Graymatter Forensic Advisory Sdn. Bhd., a training and advisory specialising in financial forensics and fraud risk management. He has led teams to complete corporate fraud investigations/ asset recovery exercises and facilitated anti-fraud courses for local law enforcement agencies and private sector entities. He had assisted the National Audit Department to restructure the Audit Investigation Guidelines for state and national level auditors. He is a trainer for the Securities Industry Development Corporation, facilitating programmes related to fraud, bribery and corruption, market misconduct and anti-money laundering/counter financing of terrorism. Raymon holds a Master's in Economic Crime Management, Bachelor's in Psychology (HONS), and Certificate in Corporate Governance by Basel Institute, Switzerland. He is a Certified Fraud Examiner and Certified Anti-Money Laundering Specialist, and serves as Secretary General at Transparency International Malaysia and Assist. Secretary General at the Malaysian Association of Certified Fraud Examiners. He is a member of the Malaysian Institute of Accountants DTIC Governance Working Group.



DR SEKAR JAGANATHAN

Dr Sekar is Director of Digital Strategy at Kenanga Investment Bank Bhd and manages the digital strategies for the Bank and its group of companies. He has over 28 years of experience in managing business operations, personnel and information technology, and oversees the business, technology and product expansion of Kenanga's digital initiative, Rakuten Trade Sdn Bhd. Prior to his current role he served as the CIO of Rakuten Trade Sdn Bhd, and as Director/Head of Group Transformation and Technology for Kenanga Investment Bank Berhad. He was also part of the team that developed the National Artificial Intelligence Framework for the Malaysian government. He is the Honorary Advisor to the SEGI-MIMOS Centre of Excellence for Artificial Intelligence, Malaysia. Dr Sekar is a sought after speaker and panellist both locally and internationally, sharing his business/corporate experiences in areas relating to digital economy, disruptions in banking, digital transformation etc. He is currently pursuing his second doctorate, a PhD in Management.



SIM SIEW SHAN

Siew Shan is the Chief Financial Officer at AirAsia Berhad. An experienced Head of Finance she is a strong believer in making Finance a trusted business partner and is passionate about the pursuit of knowledge for her teams. She is skilled in external audit, management, financial accounting, consolidation, business processes and internal audit. She is passionate about inspiring the young on accountancy as a profession, and enjoys sharing on her experience in balancing accounting standard requirements and business.



STEVE MONAGHAN

Steve is the Chief Digital Officer at Riyad Bank, Hong Kong. Throughout his career, he has specialised in introducing new business models, businesses and products in all major markets in Asia and has filed 6 patents in FinTech. Originally a commercial pilot, he has held senior corporate and banking roles including at Dell, Compaq, Citigroup, OCBC, Shinsei, DBS Bank and AIA. He was on the start-up team for Dell Computer, introducing Dell's consumer business to Asia. He developed and patented the first mobile payments platform for Citigroup and developed a Consumer Finance Division for OCBC. As founding Chief Innovation Officer for DBS Bank, he drove the innovation agenda, focusing on Intelligence, Big Data and Social. He is a frequent presenter, author and lecturer around the world on subjects including innovation, banking, insurance, working capital, M&A, artificial intelligence and investing. Steve holds an EMBA with 'first in class academic standing' from the Helsinki School of Economics and has attended senior leadership courses at IMD and Wharton.



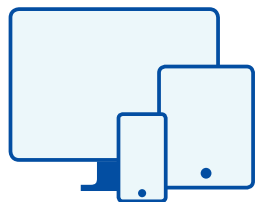
VINCENT LEE HONG FAY

Vincent is founder and Chief Executive Officer of Wavelet Solutions Sdn Bhd, a web-based ERP solutions provider established in 2003. A Master of Philosophy in Signal Processing graduate of Cambridge University (UK), Vincent has been inspired by legendary entrepreneurs such as Bill Gates and Steve Jobs, to pursue the dream of becoming an entrepreneur, regardless of the challenges ahead. His experience in DBS Bank (Singapore) after graduation has been invaluable when he started his business journey. It started in July 2002, when he wrote the first line of the source code for ERP software, followed by the company's launch in October 2003. Today, Wavelet Solutions Sdn Bhd is a well-known and trusted ERP and cloud solutions provider, with 17 years of experience in the market, more than 80 professionals, and over 160 loyal customers in Malaysia and overseas.

DATA INTELLIGENCE & ANALYTICS 2.0 CONFERENCE

Building Data Capabilities

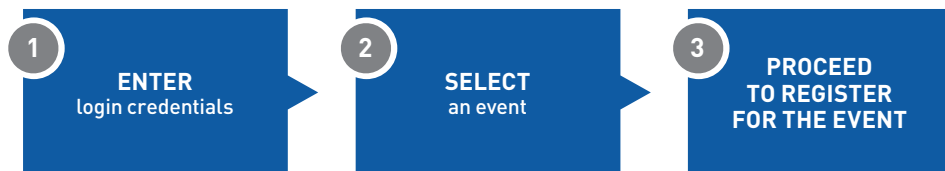
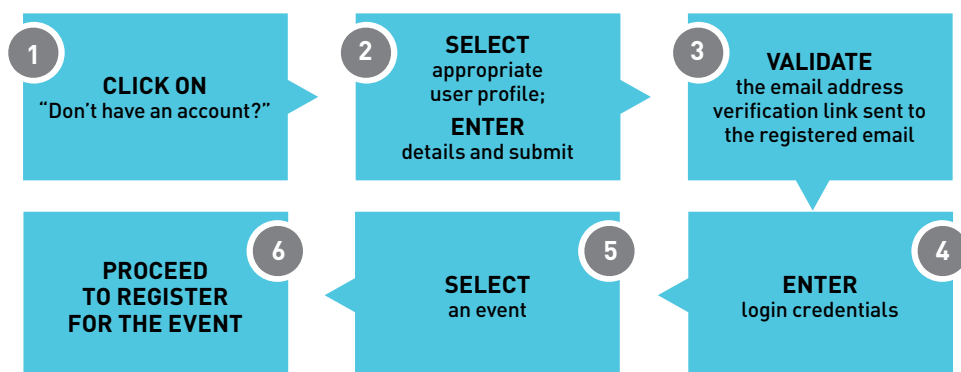
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- The information on Corporate/Individual provided shall be deemed true and correct. No alteration will be allowed upon registration.

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- Self-assessment quizzes at the beginning as well as at end of the webinar will be given to enable participants to self-evaluate themselves on their learning performance and level of understanding of the programme content.
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CONFERENCE DETAILS & REGISTRATION

30 November 2020 (Monday)
9.00 am – 5.00 pm

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