TOMORROW IS CALLING

REWIRE

AMSTERDAM – 16 MAY 2024

LIVE

INNOVAT∃

The Data & AI event for the leaders of tomorrow.

What
Rewire LIVE is an intimate, invitation-only event for senior executives who want to lead in the AI era. Held over one thought-provoking day, the event provides a unique opportunity to gain valuable insights from peers and practitioners at the cutting edge of Data & AI.

Why
Leading AI minds from around the world will share their experience on how to successfully adopt and scale AI. Guest speakers will cover topics spanning ethics, the legislative landscape, the future of work and more. And there will be plenty of opportunities to network with peers and practitioners.

Who
The event has been designed with leaders in mind – The C suite, Heads of, and Directors covering technology, strategy and marketing, as well as functions such as Supply Chain.

When
16 May 2024
9am - 6pm
Coffee from 9am
Cocktails from 6pm!

Where
The Hotel Arena, in Amsterdam's beautiful Oosterpark.

∃ LIV∃

Event program

FUTUR∃

Preparing for the future

A million moonshots
Rewire CEO, Wouter Huygen, kicks off the inaugural Rewire LIVE and explains the audacity and practicality of Rewire's purpose - using AI to answer 'what if?' with 'we can'.

GPT or World War III
Futurist, Tom Goodwin, explores the evolution of AI, AGI and whether it's compatible with the evolution of homosapiens.

A supercharged future: AI-pocalypse Now live podcast
What do past technological revolutions tell us about how AI will impact our organizations, lives and laws? Expect creativity, controversy and crowd interaction when Futurist, Tom Goodwin, Academic, Stefan Leijnen and Rewire CEO, Wouter Huygen look forward by looking back.

From science to policy

I fought the law. And the law won.
Prof. Stefan Leijnen on AI's regulatory landscape, why's it's coming, what it will look like and what it means for the enterprise.

SCAL∃

Scaling AI in enterprises

Size Matters
Don't get intimidated. Get scaled. Rewire Managing Partner, Folkert de Jong in conversation with Brenntag's Head of Data & Analytics, Carlos Soares on the secret of scaling AI impact.

The Lego box
Rewire Partner, Helen Rijkes and Thomas Reichel, lead architect Common Digital Platform at ASML, build the case for a modular approach when it comes to accelerating and scaling value from a Platform & Data perspective.

IQ X AI = ∞ ROI
Rabobank's Odessa Tseng and GAIN Partner, Peter Hanekamp on why data literacy is the key to AI supremacy.

Practical implementation of GenAI

Beyond chatbots
The risks, the rewards, and the reality of the GenAI-powered enterprise. Rewire Principals, Marcel Mol and Simon Koolstra, explore how to move from buzzword to business impact.

∃ LIV∃

Guest speakers

EXPERTISE

Tom Goodwin

Futurist, author and digital transformation expert

Tom is a trends, innovation and digital transformation expert who advises Fortune 500 companies on how to harness emerging technologies. Over the past 20 years, he's studied the impact of new technology, new consumer behaviors and the changing rules of business. Through his Euronews series 'The Edge' and over 700 thousand followers, his exploration of the future of business and culture through technology reached millions.

Stefan Leijnen

Professor in applied AI and lead EU affairs for the AiNed investment fund

Stefan's experience spans cutting-edge AI research and public policy. As professor in applied AI, he focuses on machine learning, generative AI, and the emergence of artificial sentience.

As the lead for EU affairs for the Dutch National Growth Fund project AiNed, Stefan plays a pivotal role in defining public policy that promotes innovation while protecting citizens' rights.

Elly An de Boer

Machine Data, ASML

Elly An is a distinguished Machine Data expert at ASML, bringing over a decade of expertise in the field of data management, business strategy and innovation. Elly An's in-depth experience in change management has been pivotal in harnessing data to drive strategic decisions and technological advancements within ASML.

Thomas Reichel

Lead architect Common Digital Platform at ASML

Thomas Reichel currently leads the architecture of the Common Digital Platform development at ASML, the world's largest supplier of lithography machines. A veteran in the field of IT architecture with a passion for data and analytics, he has applied himself to building secure, scalable data platforms over the past 20 years, first at KPN then at ASML. His vision around platform thinking allows companies to unlock the full potential of their information assets. His relentless focus on value have made him a pivotal figure in the evolution of enterprise data management.

LIVE

Guest speakers

EXPERTISE

Odessa Tseng

Lead data & analytics literacy at Rabobank

Odessa is a transformative force in the world of finance, championing the Data & Analytics literacy efforts at Rabobank, one of the world's 50 largest financial institutions. A specialist in innovation and business transformation, and a mentor to women-led start-ups, she has spearheaded initiatives that democratize data understanding.

Carlos Soares

SVP Data, Analytics & AI at Brenntag

Carlos is responsible for driving and executing the data, analytics & AI transformation at Brenntag, the global market leader in full-line range of chemical & ingredient products and value-added services. For over 35 years, his passion for innovation through data has seen him lead digital transformations for companies that include Nike, Vodafone and Diageo.

Jacob Beswick

Director, AI Governance Solutions at Dataiku

Jacob's expertise bridges AI innovation, implementation and AI governance practices at Dataiku. The world leading AI platform enables data experts to collaborate on fusing data into their daily operations. Prior to Dataiku, Jacob worked at the UK's Office for AI, where he led the work on AI regulation, governance, and adoption.

Michiel Verboven

Board member and CCO of Postcode Lottery Group

Michiel blends marketing, tech and data into an effective whole. Under his watch the various international postcode lotteries were aligned, and eventually the Postcode Lottery Group was created. Michiel's technical acumen ensures the right integration of data, sales and marketing intelligence. His marketing intuitions and experience drive further growth, optimizing different channels, media and resources, and truly connecting people and technology.

LIVE

EXCHANGE

Rewire clients include EMEA's largest and most dynamic companies.

**Rewire LIVE represents a unique opportunity to exchange knowledge
with leaders who are at the cutting edge of AI.**

ABN·AMRO   Adevinta   AEGON   AFM   ageas   bol.com   Booking.com   BRENNTAG

COLMOBIL CORP.   Detailresult   Dirk   Eneco   FABORY   Heineken   knab

kpn   LeasePlan   Postcode Lottery Group   proximus   Rabobank   SHUFERSAL   umcg   Van Lanschot SINDS 1737

LIVE

REWIRE LIVE

Book your place today.

To find out more and register your interest, contact:

Alex Gevers
Head of Marketing, Rewire
alexgevers@rewirenow.com

LIV3