

📅 26th - 28th November 2025
📍 Hilton Vienna Plaza

BUSINESS
circle

Master the digital future: Become a data professional who shapes decisions and successfully transforms companies.

Certified Data & AI Management Officer

In the Data Management course, you will gain a comprehensive understanding of key concepts in data and AI-driven management. You will recognize the value of your company's data and explore ethical handling and responsible AI use.

The practical development of AI-powered, data-driven use cases and teamwork to solve specific challenges ensure a high level of practical transfer.

COURSE LEADER



Karl Ivo Sokolov
SPG Data

STRUCTURE

The course combines 3 in-person days with 5 virtual units to offer flexibility and intensive knowledge exchange. This structure promotes both personal interaction and self-directed learning.

This combination of fixed and flexible parts is ideal for professionals who want to deepen their skills in data management.

PARTNER



CERTIFIED
BY



AUTORISIERTER
BILDUNGSPARTNER

WELCOME to our future data & AI management officers!

YOUR BENEFITS

- You will have the necessary terminology in the field of data management.
- You will know the value creation of your company's data.
- You will be able to identify the data lifecycle and associated processes.
- You will know how to handle your data ethically.
- In the course, you will develop and discuss data-driven use cases.
- Through teamwork, you will learn to solve specific challenges.
- You will achieve a high level of practical transfer.

CERTIFICATION ONLINE

Certified Data & AI Management Officer—certified by Austrian Standards

- **11th December** or
- **15th December**

TARGET GROUP

- The certification course for Data Management Officers is aimed at decision-makers in companies who are comprehensively preparing for the successful management of digital transformation and already work with large amounts of data or plan to do so in the future.
- Regardless of whether a specific position as a Data Manager is being sought or already filled, the content is relevant for employees in corporations, SMEs, and startups alike to successfully shape the future of the company.
- Therefore, the qualification is suitable for all responsible persons who are already active in the fields of strategic corporate development, business development, digitization, IT, marketing/sales, accounting, human resources management, and/or controlling, or who aspire to such a position in the future.

Dear Decision Makers,

In a world where data is the new gold, we warmly invite you to our certification course for Data Management Officers. This course is specially designed for executives in companies who are preparing for the management of digital transformation and want to deepen their knowledge in handling large amounts of data.

Learn how to maximize the value of your company's data, effectively manage the data lifecycle, and handle data ethically. Through practical use cases and teamwork, you will learn to master specific challenges and ensure a high level of practical transfer.

The course consists of 3 in-person days and 5 virtual units, offering a flexible and effective learning experience.

Don't miss the opportunity to expand your skills and lead your company successfully into the digital future.

We look forward to your interest and to welcoming you to the course!



Markus Eigner
Initiator

CONTENT

- Comprehensive foundation and the most important topics in data management
- Real-world use cases from industry experts
- Intensive exchange with the lecturers on-site
- Virtual units for extended knowledge building
- Final test including certification by Austrian Standards
- **NEW 2025: Leadership in data & AI management with focus on governance and ESG**

Course - Certified Data & AI Management Officer

Virtual units and classroom modules

Virtual live units

1. DATA GOVERNANCE BASICS

3RD DECEMBER 15:00-16:00

Introduction of Data Governance in Practice

Corporate context: organizational structure and role distribution / Implementation of data governance / Data ownership / Data catalog and data domain

Damir Trtanj & Christoph Praschl, VERBUND

2. DATA GOVERNANCE TRENDS

3RD DECEMBER 16:00-17:00

Trends in Data Governance (DV): Enterprise Perspective

Challenges in corporate data management (DM) / Importance of quality data management / Metadata management / Semantic data management / Knowledge graph / Semantic AI / Cloud vs. on-premises / Internet of Things (IoT)

Nikolaus Lipusch & Vadim Savenkov, WU Wien I
SPG Data

3. DATA & ANALYTICS / DATA SCIENCE

9TH DECEMBER 14:00-15:00

Unlocking Insights

Advanced reporting tools / Predictive analytics / Explanation of terms: Machine learning / Deep learning / Artificial intelligence / Graph theory / Rule-based systems / Logic / MLOps and model lifecycle management

Rudolf Mayer, TU | SBA Research

4. DATA SECURITY & PRIVACY

9TH DECEMBER 15:00-16:00

Basics of Data Security

Reconnaissance / Cyberattacks / Confidential information / Cryptographic methods and applications / Access control / Data Act / EU digitization legislation

Dzevad Mujezinovic, SPG Data

5. DATA CATALOG

ON-DEMAND

Deep Dive Data Catalog

Roles, goals, and results / Common tools for the practical implementation of data governance

Ole Olesen-Bagneux, O'Reilly Author |
Creator of Meta Grid

Modul 1 - Basics

26th November 2025

9.00 OVERVIEW AND BASICS OF DATA MANAGEMENT

- Types of Data
- Data Lifecycle Management

Nikolaus Lipusch, SPG Data

10.30 Break

11.00 DATA GOVERNANCE

- Managing data throughout its lifecycle
- Organizational models
- Data management software
- Creating a data catalog
- Data quality, KPI & DQ Monitoring

Pascal Schmieding, Santander Consumer Bank

12.30 Lunch Break

13.30 DATA ECONOMY

- Data strategy
- Trustworthiness in data exchange between organizations
- Data-driven business models
- Data sources and origins
- Generating and evaluating data-driven use cases

Mario Mair-Huber, Practice Lead Data & AI DACH, IBM iX

15.30 Break

16.00 TRUST IN DATA

- Definitions & challenges relating to data compliance & data ethics
- Legal & regulatory framework
- Compliance/data ethics risks
- Practical Examples & Lessons Learned

Sascha Jung & Shahanaaz Müller, Deloitte

17.30 End of Day 1

Course - Certified Data & AI Management Officer

Classroom modules

Modul 2 - Technology & Application, 27th November 2025

9.00 MODERN DATA MANAGEMENT TECHNOLOGIES

- Next-Gen Data Platforms (DBMS, NoSQL, Data Lakes, Cloud Data Warehouses)
- Scalable & Secure Data Storage (Object Storage, Distributed File Systems, Hybrid Storage)
- Real-Time & Event-Driven Data Streaming (Kafka, Data Mesh Architectures)
- Seamless Data Sharing, Integration & Processing (ETL/ELT, APIs, AI-Driven Pipelines)
- AI-Enhanced Data Management Systems (Automated Governance, DataOps, Metadata Intelligence)

Eevamajja Virtanen, Founder & Senior Data Engineer | Invinite & Helsinki Data Week

10.30 Break

11.00 APPLICATIONS AND USE CASES

Case study - Transformation of an ERP system to "SAP S/4HANA"

- Data migration strategy (data lifecycle, data cleansing, etc.)
- Using a data migration tool
- Pros and cons of data migration
- Lessons learned from data migration

Damir Trtanj & Christoph Praschl, VERBUND

12.00 Lunch break

13.00 DATA ANALYTICS, DATA SCIENCE & AI

- Data Engineering - Prerequisites for Data Analysis/Data Science/AI
- Data Analysis - Reporting and Predictions
- Data Science - Advanced Algorithms and Complex Analytics
- Robotic Process Automation (RPA)
- AI - Machine Learning and Logic/Rule Base Systems
- How to Find a Good Data Science/AI Use Case?

Rudolf Mayer, TU | SBA Research

14.30 Break

15.00 AI GOVERNANCE & LOCALLY DEPLOYED OPEN-SOURCE MODELS – THE FUTURE OF SECURE ENTERPRISE AI

- Understand key governance risks in locally deployed AI models
- Align open-source AI governance with regulatory frameworks (EU AI Act, ISO 42001)
- Implement risk mitigation strategies for security, compliance, and ethical AI use
- Define accountability and governance roles in decentralized AI deployments
- Develop an actionable roadmap for AI governance

Marvie Demit, former MD, Vivid Solutions | Co-Founder, ArnoldAI

16.00 ANTIFRAGILITY IN DATA & AI FOR THE BOARDROOM

- Antifragility in data & AI
- From Risk to Opportunity Management
- Decision-making in Volatile Environment
- Ethical leadership and AI reorganization
- Future-proofing the boardroom

Sabine Gromer, Official Member, Forbes Coaches Council & Founder, MagnoliaTree

17.00 End of Day 2



Course - Certified Data & AI Management Officer

Classroom modules

Modul 3 - Leadership in Data & AI Management, 28th November 2025

9.00 ESG DATA & ANALYTICS: DATA-DRIVEN ESG CULTURE & COMPLIANCE

- Building a strong ESG data foundation – vision, leadership & cultural shift
- Integrating ESG into enterprise strategy – from compliance (CSRD) to business impact
- Leveraging AI & automation for ESG data gathering & reporting
- Scope 3 emissions & supply chain transparency – overcoming data challenges
- Turning ESG into a driver for data-driven decision-making & business value

Alin Kalam, UNIQA

11.30 DRIVING BUSINESS VALUE IN DATA

- Communicating Value out of Data to C-Level Stakeholders
- ROI & Data Investments
- Aligning Data Strategy & Business Strategy

Chris Tabb, Co-Founder & CCO, LEIT DATA

12.30 LEADING DATA TEAMS

- What makes high performance teams in data?
- Success factors for enterprise data & AI projects
- Agility, accountability, and ownership

Karl Ivo Sokolov, SPG Data

10.00 Break

13.30 End of Day 3

10.30 TEAMWORK: DATA DRIVEN USE CASES (SMALL-GROUP PRACTICAL)

- Pick a realistic domain use case (marketing, finance, sales, operations, ESG, security)
- Set objectives, stakeholders, and success metrics
- Map the delivery approach and milestone plan
- Draft the solution architecture and key data flows
- Define data & AI governance (quality, access, privacy/ethics, compliance, model risk)
- Pitch value, assumptions, and main findings

Vadim Savenkov, WU Wien | SPG Data



Speaker

COURSE LEADER



Karl Ivo Sokolov
Managing Partner
SPG Data

EXPERTS



Marvie Demit
Former MD, Vivid Solutions |
Co-Founder, ArnoldAI



Rudolf Mayer
Lecturer in Machine Learning
TU | SBA Research



Sabine Gromer
Official Member, Forbes Coaches Council |
Founder, MagnoliaTree



Mario Meir-Huber
Practice Lead Data & AI DACH | IBM iX



Sascha Jung
Head of IP/IT,
Data Protection & Life Sciences
Jank Weiler Operenyi Rechtsanwälte |
Deloitte Legal Österreich



Dzevad Mujezinovic
Head of GRC-Services
Specific-Group Austria



Alin Kalam
Head of Market Intelligence &
Retail/Digital Data Strategy
UNIQA



Shahanaz Müller
Partner, Forensic, AML &
Sanctions-Compliance
Deloitte



Nikolaus Lipusch
Projektmanager Data Analytics
SPG Data



Ole Olesen-Bagneux
O'Reilly Author | Creator of Meta Grid

Speaker



Christoph Praschl
Head of department - Group organization
VERBUND



Chris Tabb
Co-Founder & CCO | LEIT DATA



Vadim Savenkov
Data Architect
Specific-Group Austria



Damir Trtanj
Head of Controlling, SAP & Operations
VERBUND



Pascal Schmieding
Head of Data Management
Santander Consumer Bank



Eevamaija Virtanen
Founder & Senior Data Engineer
Invinite & Helsinki Data Week

Event Recommendations

Lehrgang zum zertifizierten Datenschutzbeauftragten Fundierte Ausbildung in 3 Tagen

Lehrgang | 26. – 28. November 2025, Wien

Die Ausbildung garantiert ihr Wissens-Update mit allen aktuellen Neuerungen, die die Datenschutzregeln der EU an Unternehmen und Behörden in Österreich stellen.

PriSec - Privacy & Security – Das Strategieforum für Entscheider aus Informationssicherheit und Datenschutz

Konferenz | 13. - 14. November 2025, Andau

Das Strategieforum für Entscheider aus Informationssicherheit und Datenschutz. Die PriSec vereint die Themen Informationssicherheit und Datenschutz im Unternehmen: Dieses wachsende Spannungsfeld erfordert zukünftig eine noch intensivere Zusammenarbeit der Bereiche Datenschutz, Compliance und Cybersecurity. Neben brandaktuellen Datenschutz-Verordnungen und Corporate Cyber-Attacks wird über innovative Lösungs- und Denkansätze vor Ort diskutiert.

Organizer

Business Circle Management FortbildungsGmbH
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Registration

[businesscircle.at/events/
certified-data-management-officer](https://businesscircle.at/events/certified-data-management-officer)

Do you have any questions? Call me!

Sandra Schreiner, Organization
T +43 1 /522 58 20-60
schreiner@businesscircle.at

Participation fee (plus 20% VAT)

Entire course (on-site days & virtual units) - with exam	EUR 2.890
Entire course (on-site days & virtual units) - without exam	EUR 2.490

Services

Lecture documentation and full board.

Venue

Hilton Vienna Plaza, Schottenring 11, 1010 Vienna

Register now and
secure your place
in time!