

Data Science in the Boardroom

Brought to you by Venturn in partnership with
the University of Groningen Business School



university of
 groningen

Business School

VENTURN
DATA SCIENCE
PROGRAMME

VDS



THE IMPACT OF DATA SCIENCE

Big Data and Data Science are not just buzzwords. They have a huge impact on business, both operationally and on a strategic level. Today's business leaders are aware of the significance of Data Science and its competitive advantage.

We bring you up to date with Data Science in the Boardroom, explain in a simple way how it works, share success stories from leading practitioners and give you simple tips and tricks on how you can get strategic advantage out of analysing your own business data.

End Profile

On completion of the programme you will be up to date with Data Science and be aware of its competitive advantage in your business.


Programme Fee per person

€ 2,950 ex VAT including lunch and dinner

HEADLINES TRAINING

The programme will share the latest insights from top professors and business leaders, and will focus on the following topics:

- All you need to know about "Data" as an executive
- Sharing experiences during an intensive 1,5 day with a small peer-group, from across the industry
- Dealing with disruption and how to stay ahead of the game



"Throughout this programme we challenge you to think ahead, step up and keep adding personal value."

PETER VERHOEF
PROFESSOR, DIRECTOR
UNIVERSITY OF
GRONINGEN
BUSINESS SCHOOL



"This programme will create pioneers in the field of Data Science who can discover business improvements and identify break-through opportunities."

PATRICK VAN DE VEN
FOUNDING PARTNER,
VENTURN

PROGRAMME MARCH 15

🕒 14.00

WELCOME



PATRICK VAN DE VEN

Founding Partner, Venturn



PETER VERHOEF

Professor, Director University of Groningen Business School

🕒 14.30

BIG DATA AS VALUE CREATOR



PETER VERHOEF

Professor, Director University of Groningen Business School

EXPERTISE Marketing ▪ Retailing ▪ Sustainable Behavior ▪ Big Data

🕒 15.30

BREAK

🕒 16.00

DATA SCIENCE



JAAP WIERINGA

Professor, Research Methods in Business Studies

EXPERTISE Pharmaceutical Marketing ▪ Marketing Model Building ▪ Time Series Analysis ▪ Database Marketing

🕒 17.00

BIG DATA OPPORTUNITIES IN MARITIME LOGISTICS



IRIS VIS

Dean of Industry Relations

EXPERTISE Operations Management ▪ Business Sciences ▪ Industrial Technology

🕒 18.00

BREAK WITH SNACKS

🕒 18.30

REPLACING THE “GUT FEELING” BY A DATA SCIENCE SOLUTION



LOES RAIJMAKERS

Senior Business Analyst, AgroEnergy

EXPERTISE Change Management ▪ Project Management ▪ Product Development

🕒 20.00

INSPIRATIONAL DINNER

PROGRAMME MARCH 16

🕒 9.00

INTRODUCTION DAY 2, REFLECTION ON DAY 1



PATRICK VAN DE VEN
Founding Partner, Venturn



PETER VERHOEF
Professor, Director University of
Groningen Business School

🕒 9.30

NEW BIG DATA TECHNOLOGIES: MACHINE LEARNING AND MORE



LAMBERT SCHOMAKER
Professor, Scientific Director ALICE

EXPERTISE Artificial Intelligence ▪ Pattern
Recognition ▪ Cybernetics

🕒 10.30

LEARNINGS FROM A GLOBAL IT AND DATA CRISIS



RICHARD VENTRE
Global IT Director, APM Terminals

EXPERTISE IT Strategy ▪ IT Management ▪ Service
Management ▪ Process Improvement

🕒 11.30

VISUALIZATION OF BIG DATA



ALEXANDRU TELEA
Professor Informatica

EXPERTISE Data and Information Visualization
▪ Software Reverse Engineering ▪ Software
Development ▪ Computer Graphics

🕒 12.30

LUNCH

🕒 13.30

HOW SHARING DATA WILL CREATE A NEW EFFICIENT PORT EXPERIENCE



JOYCE BLIEK
Director Digital Business Solutions,
Port of Rotterdam

EXPERTISE Logistics ▪ Transportation ▪ International
Shipping ▪ Supply Chain Management

🕒 14.30

DATA BETWEEN THE TRACKS



HANS PETERS
Commerical Director, NS Railways

EXPERTISE Business Strategy ▪ Marketing Strategy
▪ Sales Management

🕒 15.30

CLOSING AND REFLECTION

VENUE

Schielandshuis deserves to have its own story as one of the oldest historic buildings in Rotterdam.
In 1665 a beautiful beacon between water and land, now packed between modern high-rise buildings!



Address

Schielandshuis, Korte Hoogstraat 31, 3011 GK Rotterdam

Arriving by car?

There is a Qpark nearby:
Bulgersteyn 5, 3011 AB Rotterdam

Overnight stay in Rotterdam

Combine Data Science in the Boardroom with an overnight stay. Rotterdam offers a wide range of Bed & Breakfast and hotels. We will assist you in discovering, booking and enjoying a stay in the best accommodations of Rotterdam.

datascience@venturn.nl

+31 (0)10 304 20 70



university of
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Business School

growth

The University of Groningen Business School aims to support executives in further developing themselves as leading professionals. UGBS wants to contribute to both personal growth and performance and is convinced that scientific insights are valuable at any stage of a professional career. By examining issues from a multidisciplinary perspective and through the eyes of different people, UGBS seeks new possibilities and think forward, while developing strong networks for business and economics.

GET IN TOUCH

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www.venturn.nl

EMPOWERING PEOPLE & INSPIRING PERFORMANCE



Venturn is a maritime consultancy dedicated to advising our clients from the maritime and logistics sectors on development and performance of people and business.

We provide 5 key services to the maritime industry that complement and strengthen one another.

