



first annual **WOMEN in DIGITAL** Barclays **SUMMIT**

**TRANSFORMATION 20 | MAY | 2022 | AMSTERDAM**

100% In Person

OBTAIN LATEST INSIGHTS FROM **20+** LEADING SPEAKERS & INDUSTRY EXPERTS



**Joy Huesmann-Overmeer**  
Global Lead for Digital Transformation

**Deutsche Bank**



**Vinita Ramtri**  
Director, Risk and Governance

**HSBC**



**Lilit Brunais Aghabekyan**  
Head of Customer Experience

**Memo Bank**



**Neha Wattas**  
Head of Strategy & Insights

**JPMorgan**



**Maria Cristina Melan**  
Head of Transformation

**KEYTRADE BANK**



**Sabine Schmidt**  
Head of Global Helpdesk

**ABN AMRO**



**Ana-Maria Vasile**  
Head of Compliance

**CEC Bank**



**Katharina Paust-Bokrezion**  
Head of Payments Policy

**Deutsche Bank**



**Barbara van Duijn**  
Group Director ICT

**Triodos Bank**



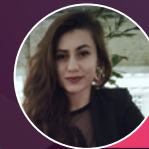
**Jana Novohradska**  
Representative of the Slovak Republic

**UNESCO**



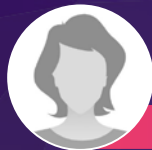
**Margarida Lamas Garcia**  
Head of Delivery Management

**Microsoft**



**Antigoni Kourou**  
Robotics & Intelligent  
Automation Technical Lead

**ING**



**Senior Executives**  
TBC

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# Welcome

Dear Colleagues,

In a world that is boundless, technology is becoming the lifeblood of financial services, empowering banks to be customer-centric, innovation-minded, and perhaps, most importantly, future-proof.

Digital transformation has become the bedrock of Europe which is driving business transformation and accelerated operations across banking and financial services.

We believe that there could be an adverse impact of 'Digital Transformation' on the women employment therefore this conference has a hidden message especially for the banking sector. Banks need to adapt themselves to prepare more women employment at each level (not just leadership positions).

In 2019, Kinfos Events observed a deep surge of interest in 'Digital Transformation' in the banking sector, and launched a focused global conference series on 'Digital Transformation for the Banking' sector. It's proudly organised in Europe, Asia Pacific and Americas.

We are excited to announce the return of our In-Person conferences from the second quarter. Join our dedicated show to hear from 20+ thought provoking all women speakers (mostly from regional banks & selected FinTechs) and network live with upto 125+ qualified delegates (including Men & Women).

A very warm welcome!

Kind regards,



**Parry Batta**  
Conference Director  
Email: [parry@kinfos.co.uk](mailto:parry@kinfos.co.uk)



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**08:45** Registration & Morning Networking**09:00** Conference Chair's Opening RemarksSenior consultant | **TBC****SESSION 1****09:05** Morning Power Hour Session

Main themes for the discussion –

- Digital Transformation in Banking: Current state of play
- Biggest Drivers of Digital Transformation in Banking
- Customer-centricity, integration and inclusivity
- PSD2 & Open Banking as a Catalyst
- Impact of the Pandemic in accelerating digital initiatives
- Cultural, Organizational and Operational changes Expected
- Cultural Shift: building a strong digital culture in organisations
- Disruptive Digital technologies as Customer Retention Strategy
- Agile and DevOps to improve speed to market
- Preparing for the Next Gen Workforce
- Investing in Digital Initiatives and Recruiting Digital Talent
- Financial Crime & Digital Transformation
- Guaranteeing Data and Identity Security
- Role of AI & Automation in accurate fraud detection and prevention
- AI and Gender Equality (Unlocking Gender Biases in Artificial Intelligence)
- Will AI make the gender gap in the workplace harder to close?
- Promoting Women Leadership to drive the Digital Transformation wave

Barbara van Duijn | Group Director ICT | **Triodos Bank**Joy Huesmann | Global Lead for DX for Corporate Treasury | **Deutsche Bank**Maria Cristina Melan | Head of Transformation | **Keytrade Bank**Senior Executive | **TBC**Panel Moderator | **TBC****10:05** 'AI-First' Banking to enable intelligent experiences

- What are the short and long term implications of the 'AI-first' Strategy?
- What are the Trade-offs?
- Importance of investing in data to help your machines learn
- Why do banks need to switch to 'AI-first'?
- Reimagining the AI-first infrastructure to enhance their customers' experience

Senior Executive | **TBC** (available for Title Sponsor)**10:30** Building a Bank from Scratch

Coming soon...

Lilit Brunais Aghabekyan | Head of Customer Experience | **Memo Bank****10:55** From transformation to stabilisation?

- What is transformation (digital, organisational)?
- Is there an end to transformation?
- The role of diversity in transformation
- Is stabilisation an illusion ?

Maria Cristina Melan | Head of Transformation | **Keytrade Bank****11:20** Networking & Coffee Break **SESSION 2****11:50** Open Banking strategies gaining momentum

- Open Banking has opened new pathways to digital transformation
- How Open Banking has impacted Digital transformation partnerships
- Why OB is considered as the most comprehensive transparency initiative in banking sector?

Senior Executive | **TBC** (available for Thought leadership Sponsor)**12:15** Equity & Ethical imperatives to addressing the shortage of Women in DX?

- How will AI impact women and their jobs?
- How Banks & FinTechs can mitigate the far-reaching impact of AI?
- Why organisations must ensure growth of women at all stages of their careers (in the development and use of latest digital technologies).

Jana Novohradská | Representative of the Slovak Republic | **UNESCO****12:35** Payments Transformation and introduction of overlay services

- Why payments transformation has become an urgent priority for banks?
- How banks can compete with FinTechs, Challengers, PayTechs & Big techs
- Transforming business models & legacy systems in new era in payments.
- Capitalising on the potential of overlay services (such as request to pay), emerging payment rails, monetising the standardised datasets (unlocked by ISO 20022)

Neha Wattas | Head of Strategy & Insights | **JPMorgan****13:00** Networking Lunch Break **SESSION 3****14:00** Afternoon Power Panel


- Transforming Financial Crime Management
- Rethinking Cybersecurity in the Digital Transformation Age
- Why security should be placed at the very top of the digital transformation agenda?
- What are the key Drivers of Future Cyber Security?
- With an ever-increasing Sophistication of Attacks, which technologies banks can harness to stay one step ahead?
- Leveraging AI and data insights at scale for fraud and security analytics.
- How cloud computing can track money-laundering and other criminal activity?
- Proactive financial crime prevention and approaches to AML
- Compliance Automation to beat the Regulatory Complexity
- Preserving privacy in Fin Crime data sharing
- Hyper-Automation in Banking
- Leveraging AI decisioning to supercharge the user experience
- Fast, personalized, and relevant experiences across the entire customer journey
- How do AI decisions and automation provide the tools to stay ahead of the competition?

Margarida Lamas Garcia | Head of Delivery Management | **Microsoft**Antigoni Kourou | Robotics & Intelligent Automation Technical Lead | **ING**Senior Executives | **TBC**Panel Moderator | **TBC****14:45** "Cloud Potential" as a business building asset.

- Cloud helps FIs focus on Customer Experience by going beyond basics
- Creating personalized and contextual omnichannel experiences can be enabled through end-to-end AI/ML platforms that can process in near-real-time.
- Understand, predict and deliver the right data via the right channel.
- How FIs can use cloud computing as the centrepiece to enable enhanced capabilities and revenue opportunities

Senior Executive | **TBC** (available for Thought leadership Sponsor)**15:05** Future of money - Digital Euro Project

- Future scope of Digital Euro and impact on the society
- Will Digital Euro be threat to banks due to potential drop in deposits, disruption in the debt market, reduction in credit creation and impact on lending rates?
- What are the regulation and compliance strategies to keep your involvement safe?

Katharina Paust-Bokreziou | Head of Payments Policy | **Deutsche Bank****15:30** Networking & Coffee Break **15:50** The Sanctions Evasion and Country Risk

coming soon...

Ana-Maria Vasile | Head of Compliance | **CEC Bank****SESSION 4****16:30** Leveraging Data Insights to understand your customer base

- What are the best practices blending human & digital customer experience?
- How AI-driven chatbots and virtual assistants are helping to improve efficiency and customer engagement?
- Why do digitally transformative banks have an edge in acquiring and retaining customers?

Vinita Ramtri | Director, Risk and Governance | **HSBC****16:50** Why DX is more Than Just Technology?

- What changes need to occur to ensure employees embrace the values that the digital transformation embodies?
- Taking risks and seizing opportunities
- Aligning organisation culture with the new direction and ensuring teams are able to support your new digital strategy for the long-term.

Sabine Schmidt | Head of Global Helpdesk | **ABN AMRO****17:10** Cloud Transformation in Financial Services

- Cloud migration at speed due to increased flexibility, business agility and lower cost
- Enhanced transparency, monitoring tools, and security features of cloud computing
- What are the key challenges and risks of Cloud transformation?

Senior Executive | **TBC****17:30** Chair's Closing RemarksSenior consultant | **TBC**

17:35 Conference Ends