

DATA FOUNDATIONS FOR THE FUTURE**ROUNDTABLE CHAIR**

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ROUNDTABLE SUMMARY

The future of marketing will heavily depend on data and how it's going to be managed, operationalized, and leveraged. We want to give stakeholders from across the industry a voice to address their perspective on future data needs. The roundtable is meant for data practitioners as well as other roles and functions who depend on data. Our perspective will be mid to long-term, so we can develop a visionary holistic picture on how data operating models and ecosystems will have to evolve. In this roundtable we'll assess and discuss the future needs regarding data operating models, in the context of current and future trends in the industry. We'll assess to what extent the existing data ecosystems and approaches such as Data Fabrik and Data Mesh are fit for the future and where they need to be re-thought.

ROUNDTABLE KEY TAKEAWAYS

1. What future data needs do peers in the industry see. In particular considering current trends and transformations.
2. Which data operating models are currently in use and how future proof are they
3. How will data ecosystems and operating systems need to evolve to accommodate future requirements.

