



# INVITATION

Digital Event

January

14

2021

06:30 PM EET

11:30 AM EST

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## From Data to Knowledge: Unlocking the Power of Data for Project Success

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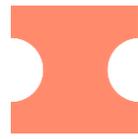
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# Presentation Brief

From Data to Knowledge: Unlocking the Power of Data for Project Success

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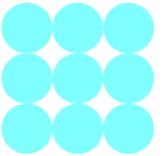
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"**Data is the new oil**" has become a popular refrain for the digital age where Big Data technologies finally enable *Data Analytics* and *Artificial Intelligence* to play out their full capabilities. Organizations welcome the opportunity to leverage the *power of data* to make informed business decisions, improve their operational efficiency, and gain a competitive advantage.



While new **data economy** is in full swing and many projects underway for digital transformation and disruption of various areas such as Marketing, HR, or Sales, the project management domain itself is still behind with the adoption of modern technologies to take advantage of insights from data. Organizations that will invest in the efforts to transform their project management practices towards a technology- *and data-driven discipline* will be the ones to truly **thrive in the digital age**, as improved and more effective project management will provide positive impacts on an entire organization.



The presentation will provide an overview of projected steps and challenges in the **transition towards a data-driven project management practice**.



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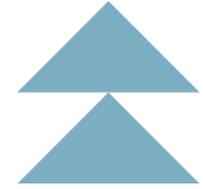
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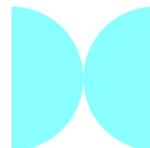
# Presenter:



## Mr Marcus Glowasz

Marcus Glowasz is a Co-Founder and Product Lead at Fortean, a Swiss technology startup that leverages data analytics and artificial intelligence technology to innovate and redefine the project management practice, addressing the growing challenges of project professionals to effectively and successfully deliver projects.

Marcus has extensive experience as a Project and Program Manager, with expertise in large scale and complex transformation programs in the Financial Services sector. With over two decades of experience in technology-driven projects, Marcus developed an obsession and passion for the innovation and advancement of the project management practice through research and entrepreneurship in future-defining technologies such as artificial intelligence, machine learning, and big data, as well as the transformation of project cultures and operating models towards more efficient and effective project functions and deliveries.



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# From Data to Knowledge: Unlocking the Power of Data for Project Success

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