

data modeling zone



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Pre-conference Workshops (Tuesday, March 4)

| | Skills | Communication | Certification | Semantics |
|--|---|---|---|---|
| 8:00-9:00 | Registration and Coffee [Canyon Hall] | | | |
| 9:00-12:30 (includes 30 minute break) | Data Modeling Fundamentals. Steve Hoberman [2] | The only thing constant is disruption, but there's hope! Laura Madsen [1] | CDMP Awareness Workshop and Exam. Marilú López Flores [3] | Enterprise Intelligence. Eugene Asahara [4] |
| 12:30-1:30 | Lunch [Canyon Hall] | | | |
| 1:30-5:00 (includes 30 minute break) | Intermediate/Advanced Logical Data Modeling Case Study: "Let's have a picnic!" Steve Sewell [1] | Storytelling for Data Professionals. Liz Warren and Dr. Travis May [4] | CDMP (Continued) [3] | Gen AI Agents: A workshop on How, When, Where, What, and Why. John Thompson [2] |

The Main Event Day 1 (Wednesday, March 5)

| | Skills | Technology | Case Studies | Semantics |
|--------------------|--|---|---|--|
| 8:15-8:45 | Women in Data. Laura Madsen [1] | | | |
| 9:00-10:00 | The benefits of Domain-Driven Data Modeling. Pascal Desmarets [1] | Agile Data Modeling. Larry Burns [4] | Making An Impact with Models. Michael Magalsky [3] | Data for AI. John Thompson [2] |
| 10:15-11:15 | MBBA – From Use Cases to Star Schema Definitions with Model-Based Business Analysis. Peer M. Carlson [3] | A new paradigm for data modelers: JSON Relational Duality. Beda Hammerschmidt [1] | Impress your colleagues at lunch by creating a Conceptual Data Model on your napkin! Kasi Anderson and Laurel Sturges [2] | Knowledge Graph Structures Beyond Ontologies and Taxonomies. Eugene Asahara [4] |
| 11:30-12:30 | Keynote: CRIME FIGHTER TO CRIME WRITER How A Police Captain Became a Best-Selling Author. Isabella Maldonado [Canyon Hall] | | | |
| 12:30-1:30 | Lunch [Canyon Hall] | | | |
| 1:30-2:30 | Building an Airplane Without a Wing. James M. Reneau, Ph.D. [3] | How to Model a Data Mesh for a Domain-centric Data Product. Anshuman Sindhar [4] | Gen AI, LLMs, and Database object modeling. Eve Danoff and Tinto Kurian [1] | Connecting Data Governance and Data Quality to Organizational Value. Peter Aiken [2] |
| 2:45-3:45 | Data Governance Sprint: Set-up Data Governance in Weeks instead of Months. Mathias Vercauteren [4] | AI as Your Database Modeling Assistant. Steve Sewell [1] | Data Modeling at Nedbank SA. Thembeke Snethemba Jiyane [3] | Enterprise Model Patterns. David Hay [2] |
| 4:00-6:00 | Evening event: Casino Night! [Canyon Hall] | | | |

The Main Event Day 2 (Thursday, March 6)

| | Skills | Technology | Case Studies | Semantics |
|--------------------|---|--|--|---|
| 8:15-8:45 | It Takes a Village. R. Raymond McGirt [1] | | A Data Value Manifesto. Larry Burns [2] | |
| 9:00-10:00 | How To Translate Your Data Model Into An Ontology! Norman Daoust [2] | Just the Facts: Information Modeling with Business Communication. Marco Wobben, CaseTalk [4] | Marketing Data Modeling: The Generative AI Advancement. Kyle Allison, The Doctor of Digital Strategy [3] | Enhancing Semantic Clarity in Data Modeling. Howard Diesel [1] |
| 10:15-11:15 | Normalization Primer – 1NF through 6NF and Beyond! Pete Stiglich, Data Principles, LLC [4] | MongoDB Data Modeling for AI Workloads. Sig Narváez. [3] | Adaptable Analytics: Leveraging Dimensional Data Models for Industry-Specific and Cross-Industry Solutions. Jinnie Wong. [1] | Bridging the Gap: From Logical Data Models to Semantic Knowledge Models in Capturing Business Knowledge. Jeff Giles [2] |
| 11:30-12:30 | <p>Keynote: Climbing Everest: Your Journey to Data Modeling Thought Leadership Howard Diesel [Canyon Hall]</p> <p>Keynote: DAMA-DMBOK® 3.0 Preview Mathias Vercauteren [Canyon Hall]</p> | | | |
| 12:30-1:30 | Lunch [Canyon Hall] | | | |
| 1:30-2:30 | DynamoDB Data Modeling using the Align > Refine > Design Approach. Pascal Desmarests [2] | Elasticsearch Data Modeling using the Align > Refine > Design Approach. Rafid Reaz [3] | MongoDB Data Modeling using the Align > Refine > Design Approach. Daniel Coupal [3] | Neo4j Data Modeling using the Align > Refine > Design Approach. David Fauth [1] |
| 2:45-3:45 | How (and How Not) to Create Business Value Using Data. Larry Burns [1] | Data Models for Integration and Interoperability. Blair Kjenner and Kewal Dhariwal [4] | Healthy models for complex political systems. Lloyd Robinson & James Nettle [3] | <i>See you at DMZ 2026!!</i> |
| 4:00-5:00 | <p>Keynote: Conquering the World Of Text: On to the Next Frontier Bill Inmon [Canyon Hall]</p> <p>Keynote: From RDBMS to NoSQL Rick Houlihan [Canyon Hall]</p> <p style="text-align: center;">Closing Remarks</p> | | | |

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