

# FUTURE OF DIGITAL ASSET MANAGEMENT SUMMIT (NORDIC EDITION)

#FODAMN2024

Date: 21st March, 2024

Time: 9:00 AM CET



**Copenhagen, Denmark**



# TIME TABLE – 21ST MARCH, 2024



## OPENING REMARKS : 9:00 – 9:15

<b>Keynote 1</b>	Enterprise Video at Scale: How to seamlessly stream, search, share, and control global video assets.	<b>9:15 – 9:40</b>	<b>Sarah Mai Stokholm</b> Director Global Digital Marketing Meltwater	<b>Q &amp; A</b> 9:40 – 9:45
<b>Keynote 2</b>	How to (Re)energise Your Digital Content Supply Chain, Connect Remote Teams and Break Down Silos.	<b>9:45 – 10:10</b>	<b>Kalle Raitala</b> Associate Director Ozempic®, Global Marketing Novo Nordisk	<b>Q &amp; A</b> 10:10 – 10:15
<b>Keynote 3</b>	Reserved for Sponsor	<b>10:15 – 10:40</b>	Reserved for Sponsor	<b>Q &amp; A</b> 10:40 – 10:45

## Coffee Break: 10:45 – 11:15

<b>Keynote 4</b>	DAM Futures, DAM Origins: to know the future, look at the past.	<b>11:15 – 11:40</b>	<b>Lasse Lund</b> Digital Content and Engagement Manager Danfoss	<b>Q &amp; A</b> 11:40 – 11:45
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<b>Keynote 5</b>	Reserved for Sponsor	<b>11:45 – 12:10</b>	Reserved for Sponsor	<b>Q &amp; A 12:10 – 12:15</b>
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**Lunch Break: 12:15 – 13:15**

<b>Keynote 6</b>	From DAM to BAM.	<b>13:15 – 13:40</b>	<b>Ross Grundling</b> Brand Business Director, La Roche Posay & CeraVe L'Oréal	<b>Q &amp; A 13:40 – 13:45</b>
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<b>Keynote 7</b>	Headless Architecture and APIs: Powering the Future-Ready DAM.	<b>13:45 – 14:10</b>	Reserved for Speaker	<b>Q &amp; A 14:10 – 14:15</b>
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<b>Keynote 8</b>	Which is best? On-Premise DAM or Cloud DAM?	<b>14:15 – 14:40</b>	<b>Henrik Stenkil</b> VP, Global Brand Lead, post launch brands LEO Pharma	<b>Q &amp; A 14:40 – 14:45</b>
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**Coffee Break: 14:45 – 15:00**

<b>Keynote 9</b>	Business Imperatives of Digital Assets and Metaverse.	<b>15:00 – 15:25</b>	<b>Klara Bartkova</b> Media & Brand Content Specialist The Vintage Bar	<b>Q &amp; A 15:25 – 15:30</b>
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<b>Keynote 10</b>	E-Commerce Acceleration with PIM and DAM integration.	<b>15:30 – 15:55</b>	<b>Pernille Arnt</b> Global Marketing Director, Tuborg Carlsberg Group	<b>Q &amp; A 15:55 – 16:00</b>
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**Keynote  
11**

**Organizing Information with Taxonomies and Metadata.**

**16:00 – 16:25**

**Thomas Holst Sørensen**  
Creative Director Specialist, Innovation & Brand Experience Design  
the LEGO Group

**Q & A**  
**16:25 – 16:30**

**Keynote  
12**

**Understanding taxonomy and metadata in digital asset management.**

**16:30 – 16:55**

**Katrin Bjerre**  
Director of Brand Marketing & e-Com  
Wood Wood

**Q & A**  
**16:55 – 17:00**

**Panel  
Discussion**

**Future of Digital Asset Management Summit in 2024: Trends we can't afford to miss.**

**17:00 – 17:25**

Sarah Mai Stokholm	Director Global Digital Marketing	Meltwater
Kalle Raitala	Associate Director Ozempic®, Global Marketing	Novo Nordisk
Lasse Lund	Digital Content and Engagement Manager	Danfoss
Ross Grundlingh	Brand Business Director, La Roche Posay & CeraVe	L'Oréal
Henrik Stenkil	VP, Global Brand Lead, post launch brands	LEO Pharma
Klara Bartkova	Media & Brand Content Specialist	The Vintage Bar
Pernille Arnt	Global Marketing Director, Tuborg	Carlsberg Group
Thomas Holst Sørensen	Creative Director Specialist, Innovation & Brand Experience Design	the LEGO Group
Katrin Bjerre	Director of Brand Marketing & e-Com	Wood Wood

**CLOSING REMARKS : 17:25 – 17:40**

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