



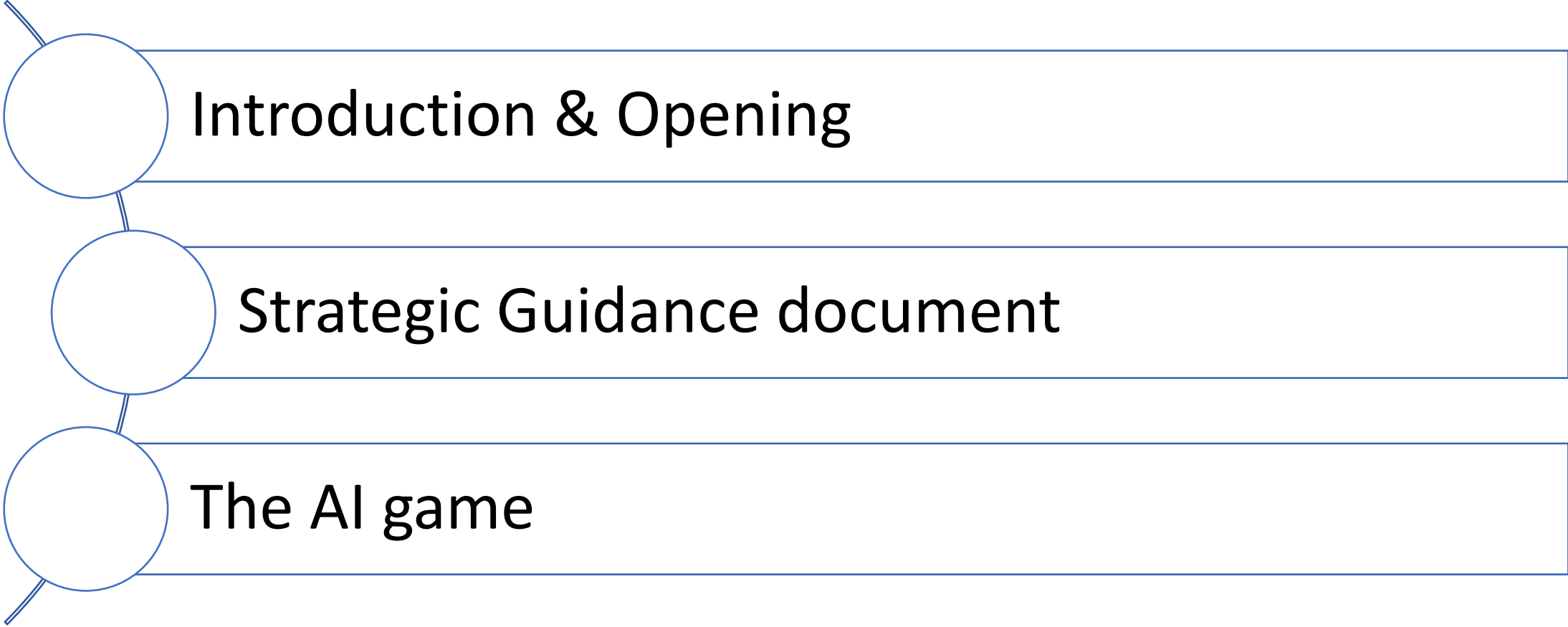
DAMA NL Dag 2026

Werkgroep Analytics & AI



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Agenda

A vertical diagram on the left side of the slide, consisting of three circles connected by a line. Each circle is connected to a horizontal rectangular box containing text. The top circle is connected to the box "Introduction & Opening", the middle circle to "Strategic Guidance document", and the bottom circle to "The AI game".

Introduction & Opening

Strategic Guidance document

The AI game

Introduction: The Workgroup Team



Laxmi Kande
Designer Data, KPN



Justyna Majchrzak
Advisor Data Management,
RVO



Wishal Biharie
Data Management Expert,
Data Talents



Arun Rampersad
Chief Data Officer – Erasmus
Universiteit Rotterdam



Michella Welstead
Advisor Data Management &
Change Management



Bernd de Waal
Data Governance Consultant, Capgemini



Ronald van den Heuvel
Advisor Data, AI and Analytics



Frans de Waal
Business & AI architect
Gemeente Utrecht

Strategische Handreiking / Strategic Guidance

Laxmi Kande | Ronald van den Heuvel

A decorative horizontal bar at the bottom of the slide, transitioning from a light blue on the left to a darker blue on the right.

Strategic Guidance



1

Adoption is running ahead

AI is being deployed widely, while existing governance does not fit or is lagging.

2

Accountable leadership

Directors stand behind outcomes of systems they do not fully understand.

3

Rising requirements

The EU AI Act and GDPR set requirements for transparency, oversight and data quality.

What the guidance offers: taxonomy (Analytics = goal, AI = means) · 9 principles · preconditions · role framework · 7 recommendations

Phase 1 — Strategic guidance

Principles, frameworks, direction

Phase 2 — Framework & plan

Translation into concrete direction

Phase 3 — Governance & assurance

Maturity, processes, roles



The AI Game

Michella Welstead

About the GAME

During this game we will start to:

- recognise the relevant AI and data management roles from the DAMA NL Analytics & AI Strategic Guidance document
- recognise the key recommendations of the Strategic Guidance document
- Use the Strategic Guidance content (roles and recommended interventions) in social game-situations to develop understanding



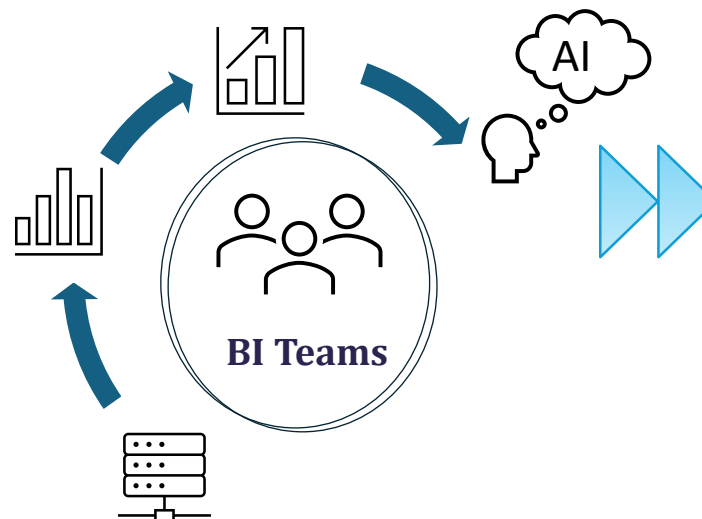
Origami

Unfold a healthier you.

Welcome to Origami, we provide health and personal care products for individuals and small businesses for resale.
We are a large European company expanding across Europe.

START : Where things stand today

- Origami already has business and analytics teams producing reports and dashboards.
- Origami is not currently using AI.
- It has multiple business units, and each has its own database and tools.
- Their BI team(s) build the data products.
- There is a central BI team, alongside some teams developing their own capabilities within the business units.



The Board wants to move forward with responsible AI – But *how*?

The Game: leveraging AI depends on **you!**

Boards and executives are under increasing pressure to stand behind decisions generated by AI systems and to drive more value from data and new technologies.

In this game find out what the organization needs from you to make this happen.

The DAMA Teams



DAMA Teams

GOAL: Advise the BOARD how Origami should move forward with responsible AI and ensure the Board and Executives can stand behind AI decisions and outputs

The GAME

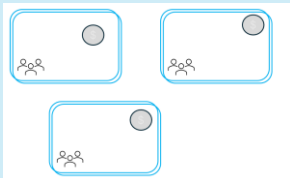


6x DAMA Teams

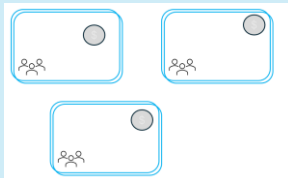


Tokens:
8 tokens, 2 per round

A - Roles



B - Investments



4 Rounds (4x5mins)

Each round the DAMA Teams decides where to spend 2 tokens:

Roles or investments



Closing (5mins)

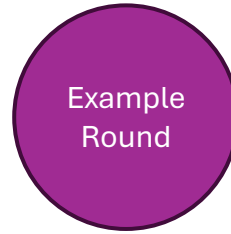
Each DAMA Team to share their 1 x Key Take Away



6x DAMA Teams

What was your Key Take Away

Example Round



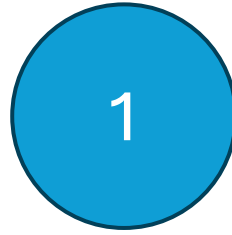
*Example round – no tokens apply
We will use this to demonstrate how a round works
before beginning the game in Round 1.*

Remember, you and your DAMA Team are guiding the Board of Origami on how Origami will move forward with implementing AI.

The challenge: Marketing wants to begin using AI actively. They want to launch an AI-driven campaign to cut costs and personalise offers to small-business resellers across Europe. They ask you to approve it.

Your task: You have up to 2 tokens this round. As a team, decide how you would respond — which role(s) you would introduce or hire, or which recommended action(s) you should apply first, and why?

GAME Rounds



Round 1

The board agrees to go ahead with implementing AI at Origami. The marketing campaign is a success, but a new problem lands on your desk.

The challenge: Origami sales are increasing and Origami is looking to accelerate its recruitment. It is flooded with applications for its European vacancies. Recruitment is not keeping up. HR managers want to use AI to screen and rank candidates so they can hire faster, and the HR manager is asking you how to move forward.

Your task: You have up to 2 tokens this round. As a team, decide how you would respond — which role(s) you would introduce or hire, or which recommended action(s) you should apply first, and why?

GAME Rounds



2

Round 2

The board says yes — and recruitment AI goes ahead but a new problem lands on your desk.

The challenge: Legal are now concerned about the revised European AI Act. For a high-risk system like hiring, Origami must be able to demonstrate compliance — documentation, risk management, human oversight and records — not simply assume it. Regulators and Origami's customers may ask for evidence on how Origami manages AI risk.

Your task: You have up to 2 tokens this round. As a team, decide how you would respond — which role(s) you would introduce or hire, or which recommended action(s) you should apply first, and why?

GAME Rounds



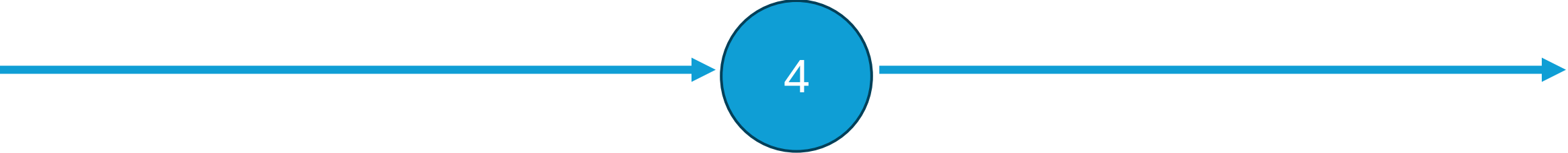
Round 3

Compliance work is underway, but a new problem lands on your desk.

The challenge: Origami has suffered a data breach! It seems a colleague, trying to get through the work faster, pasted customer and health-related data into a public AI chat tool, and that information is now outside Origami's control. Notification clocks are ticking. You must respond to the incident now and prevent the next one.

Your task: You have up to 2 tokens this round. As a team, decide how you would respond — which role(s) you would introduce or hire, or which recommended action(s) you should apply first, and why?

GAME Rounds



4

Round 4

Things are made secure and the immediate crisis is resolved but another problem lands on your desk.

The challenge: Evidence emerges that the recruitment AI has been quietly disadvantaging certain groups of applicants, and a similar concern is raised about how marketing personalises health-product offers. It may be legally grey, but it is clearly a fairness and ethics problem — and a reputational one for a health brand. The board must decide how Origami handles bias and ethics as a standing practice, not just this once.

Your task: This is the final round. You have the remaining 2 tokens this round. As a team, decide how you would respond — which role(s) you would introduce or hire, or which recommended action(s) you should apply first, and why?



Take aways

Michella Welstead

Closing



GOAL: Advise the BOARD how Origami should move forward with responsible AI and ensure the Board and Executives can stand behind AI decisions and outputs



6x DAMA Teams

What was your Key Take Away?



Thank you



Thank you for your participation

Do you want to know more about the Strategic Guidance? Contribute to the Peer-Review? Or join the DAMA NL Analytics & AI work-group?



SCAN ME



DAMA NL Dag 2026

Werkgroep Analytics & AI



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