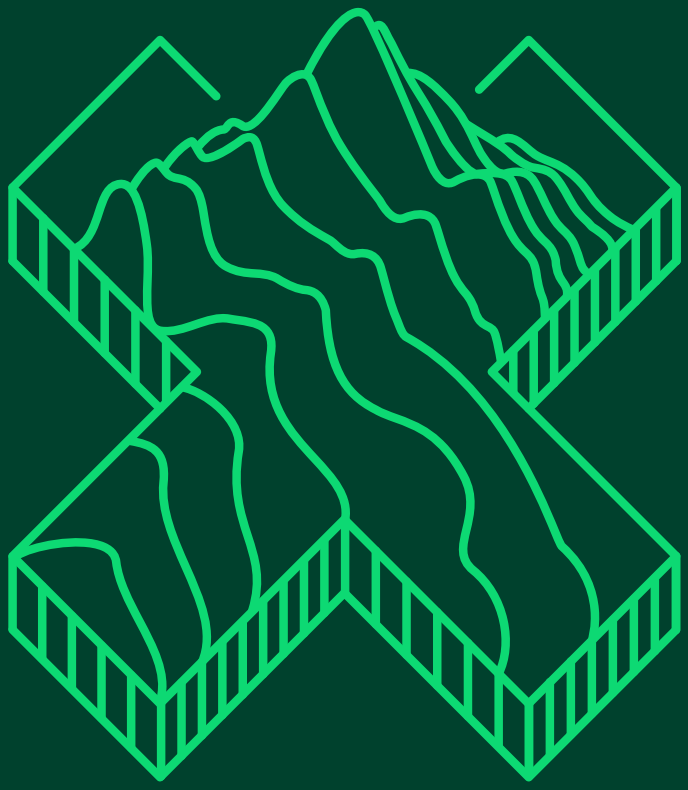
Lobster

Data Hero Summit Agenda



Supported by our Partner Heroes:

aws

celonis

SCOPTIS
SUCCESSFUL IN DIGITAL SUPPLY CHAINS

SLTN
Future Proof IT

Intodata

team 14

Lobster
Data Hero Summit

Main Stage

Van Nelle Fabriek

08:30 - 09:30

Open Doors and Partner Exhibition
Arrive, grab a coffee, and connect with peers before the main program kicks off.

Main Stage
Welcome Reception | Tim Srock, Rebecca Smith (Lobster) | ENG

09:30 - 09:45

Opening Remarks
Setting the stage: what to expect, who's in the room, and why this summit matters.

Main Stage
Keynote & Panel | Matthew Griffin, Tim Srock (Lobster), Wout van den Heuvel (TLN), Michael Rolle (DHL) | ENG

09:45 - 10:30

Shaping Supply Chains for Tomorrow: Vision, Data & AI in Action
This forward-looking event features a keynote speech and panel discussion on supply chain transformation, data complexity and how to stay ahead with AI. This will be followed by a panel discussion.

10:30 - 11:00

Pit Stop – Coffee Break powered by SCOPTIS
Time to grab a coffee, connect with fellow attendees, and recharge for the next round of discussions and discoveries.

Main Stage
Keynote & Panel | Enrico Alan Romani (AWS), Menno Lambooij (DALTI), Jethro Borsje (Lobster) | ENG

11:00 - 11:45

Beyond Promises: AI & Supply Chain
A joint keynote and panel discussion on how to transform the potential of AI into practical impact, based on connected data and platform thinking.

11:45 - 13:30

Refueling Stop – Lunch & Expo
It's time for lunch—relax, enjoy a good meal, and connect with fellow participants as you recharge for the afternoon's sessions and discoveries.

Lobster
Data Hero Summit

Main Stage
The Foundation for AI

Breakout Stage
AI in Practice

Main Stage
Keynote — Chantal Gouka
ENG

13:30 - 14:00

Beurtvaartadres: The evolution of Transport Documentation
How Beurtvaartadres supports businesses on their digitisation journey with tangible tools.

Breakout Stage
Keynote, Q&A — Frank Weeber (Intodata), Twan Hendrickx (Caroz)
ENG

13:30 - 14:00

Real-World ROI: Digital Transformation in Action
1. Royal Koopmans success story with the Lobster Data Platform
2. See how Caroz achieved real-time visibility and massive time savings by integrating partners and systems with the Lobster Data Platform.

Main Stage
Keynote — Jonas Bürkel (AWS)
ENG

14:00 - 14:30

State of AI in Supply Chain: Turning Your Data into Competitive Advantage
AWS outlines the role of AI in modern supply chains – with strategies to turn data into real-time advantage.

Breakout Stage
Keynote — Max Birle (Krone)
ENG

14:00 - 14:30

Use Cases in Action
Clients present their applied AI use cases. Predictive insights, demand planning, anomaly detection, and more.

14:30 - 15:00

Pit Stop – Coffee Break powered by SCOPTIS
Grab a cup of coffee, mingle with your peers, and give yourself a quick energy boost to gear up for the conversations still ahead.

Lobster
Data Hero Summit

Main Stage

Main Stage | Jethro Borsje, Patrick Ryan (Lobster) | ENG
Keynote, Panel, Q&A

15:00 - 15:45

AI Starts with Data: The Backbone of Modern Supply Chains
Transform your fragmented supply chain into an AI-enabled ecosystem by connecting partners, operationalizing data, and enabling intelligence across existing system

---

Main Stage | Dr. Muddassir Ahmed, Manuel Flubacher (SAP), Karsten Schmidt (HLAG), Lisa Aarsman (Lobster) | ENG
Keynote, Panel, Q&A

15:45 - 16:45

Supply Chain Talent Needs in the Age of AI
A closing session on skills, culture, and leadership in the age of AI. With experts from Partners, Hapag Lloyd and more.

Main Stage | Tim Srock, Rebecca Smith (Lobster)
Closing

16:45 - 16:50

Closing Remarks
A final thank-you and closing impulse from our hosts – with key takeaways and what happens next.

16:55 - 20:00

Bar Opening + Flying Dinner + Xpert Area + Table Football Tournament
The bar is open! Come and unwind with a drink while revisiting key moments and exploring the Xpert Zone and Kicker challenges. Finish off the day with good food, great company and plenty of informal conversation.