EUROPEAN
— DATA SCIENCE —
ACADEMY

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D1.3 Industry Advisory Board

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Change Log

Version	Date	Amended by	Changes
0.1	22/06/2015	Mandy Costello	Created document, added executive summary
0.2	01/07/2015	Mandy Costello	Added profiles
0.3	03/07/2015	Simon Bullmore	Reviewed document and amended executive summary
0.4	07/07/2015	Mandy Costello	Added advert and profiles
0.5	08/07/2015	Mandy Costello	Added final profile
0.6	21/07/2015	Mandy Costello	Added reviewers comments
0.7	23/07/2015	Mandy Costello	Added reviewers comments
0.8	24/07/2015	Mandy Costello	Final review
1.0	31/07/2015	Aneta Tumilowicz	Final QA

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1. Executive Summary

The European Data Science Academy (EDSA) has established an Industry Advisory Board to oversee the project, and ensure that project activities continue to meet changes in the demands on data science across Europe.

Industry leaders and key stakeholders were recommended to the Consortium through the project's engagement with the data science community in Europe. Individuals were asked to participate based upon their engagement in industry, their knowledge of the sector and their experience of the needs within their country.

To ensure an open process, an advert has been placed on the EDSA website, to call for further applicants for the Advisory Board (see appendix A)

The Advisory Board will continue to evolve throughout the project. It is anticipated that others will be asked to join the Board as they are identified through the projects ongoing engagement in the sector.

2. Engagement with the EDSA Advisory Board

2.1 Commitments

Members of the EDSA Advisory Board will attend two, bi-annual, online meetings a year. Online meetings were selected as the best way to enable greater participation across Europe. Representatives from the EDSA Consortium will attend each meeting. The meetings will provide opportunities to discuss developments in the project and to assess the relevance and appropriateness of outputs to industry, throughout the project's duration.

Additionally, the Advisory Board will be kept updated on the progress of the project, through a short 'progress report' that will be produced by the Open Data Institute every three months. The report will summarise developments from each work package in the project and include areas that can be addressed at the bi-annual meetings.

2.2 Advisory Board roles and responsibilities

Each board member has been selected based on their domain or sector expertise and so each will be asked to review the appropriateness of the project activities for their sector or industry and to present opportunities for exploitation of these activities.

Each board member will be asked to:

- Review the EDSA syllabus and learning materials.
- Provide opportunities for project impact.
- Provide opportunities for training.
- Provide opportunities for sector engagement.

Appointing an Advisory Board engaged across sectors and countries will enable maximum opportunity for impact of the projects activities outlined above. We will carry out ongoing assessment of project outputs against demand in the domain, and will ask for evaluation and feedback from Advisory Board members to ensure we are meeting these needs. Furthermore, the Advisory Board will enable us to reach established and emerging networks and communities for delivery of activities.

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2.3 Advisory Board engagement plan

An initial engagement plan has been created to outline the core activities that the Advisory Board will be asked to review, based on the project's activities. The plan also outlines anticipated dates that the bi-annual meetings will be held. Reoccurring agenda items will also be added, including:

- Collection of data from industries and countries, through interviews, focus groups and the online survey for the demand analysis.
- Face to face training opportunities.
- Project output exploitation, including dissemination of learning resources and materials.
- Community engagement.
- Development and exploration of an institute (EDSA).

Table 1: Initial Advisory Board engagement plan

Action	Task	Date
Progress Report	ODI creates and shares project progress report with board members	October 2015 (M9)
First Advisory Board Meeting	Review of first data science curricula (D2.1) Review of planned learning resources (D2.4) Demand analysis (WP1)	October 2015 (M9)
Progress report	ODI creates and shares project progress report with board members	January 2016 (M12)
Progress report	ODI creates and shares project progress report with board members	April 2016 (M15)
Second Advisory Board Meeting	Review of created learning resources (D2.4) Review of planned data science curricula (D2.2) Demand analysis (WP1)	April 2016 (M15)
Progress report	ODI creates and shares project progress report with board members	July 2016 (M18)
Progress report	ODI creates and shares project progress report with board members	October 2016 (M21)
Third Advisory Board Meeting	Review of second data science curricula (D2.2) Review of planned learning resources (D2.5)	October 2016 (M21)
Progress report	ODI creates and shares project progress report with board members	January 2017 (M24)
Progress report	ODI creates and shares project progress report with board members	April 2017 (M27)
Fourth Advisory Board Meeting	Review of created learning resources (D2.5) Review of planned third data science curricula (D2.3)	April 2017 (M27)
Progress report	ODI creates and shares project progress report with the board members	July 2017 (M30)
Progress report	ODI creates and shares projects progress report with the board members	July 2017 (M30)
Fifth Advisory Board Meeting	Review of third data science curricula (D2.3) Review of planned learning resources (D2.6)	October 2017 (M33)
Final report	ODI creates and shares final progress report	January 2018 (M36)

3. Industry advisory board members

3.1 Advisory Board members

Advisory Board members have been appointed to represent both the supply and demand of data science training in Europe. This representation split is critical in enabling all factors of impactful skills development to be considered by the project. Similarly, both practising data scientists and managers of teams, responsible for skills development are represented on the Advisory Board, with several members also engaged in national level education and skills development initiatives.

Representatives from educational institutes will be asked to advise on the design of the EDSA curriculum and provide insights into successful training delivery across European countries. Furthermore, their position on the board will allow for cohesion between existing courses and curriculum, providing the learner with additional and ongoing training opportunities.

Representatives from research institutions will be asked to advise on emerging domain skills and the latest advances in data science, ensuring the EDSA curriculum is reflective of changing needs.

Representatives from industry and the professional community will be asked to advise on the suitability of the planned EDSA curriculum, and training delivery for their sector. This valuable contact with industry will enable EDSA to continually assess the suitability of the planned activities for businesses and organisations across Europe.

Advisory Board members specialise in multiple key data science areas including data analytics, data mining, data management, data visualisation, data architecture, statistics and machine learning. Members have been appointed in Spain, Sweden, UK, Ireland, Netherlands, Poland, Belgium and Germany. It is intended that representatives from further European countries and sectors will be appointed as the project progresses.

Short professional profiles of each of member of the EDSA Advisory Board will be published on the EDSA project website at M6, where consent has been given by the individual. It is anticipated that board members will also promote their position on the board through their organisation's channels. These interactions will be tracked by the project as part of WP4, for further exploration of community engagement opportunities.

The approved profile of each member of the board can be found below, along with their sector, or the domain area that they represent.

Samantha Chadwick – Digital media
Samantha is the Head of Partnerships, BBC Research and Development and is part of the Leadership team at BBC North, UK. Samantha manages strategic partnerships for BBC Research and Development within the BBC Digital Division. The outcomes from R&D's diverse portfolio of partnerships ensure that ground-breaking advances and innovations add value to services and outputs from the BBC to audiences and to the wider industry and academia, and also help to develop a fluid talent pool of skilled people fit for the future. Samantha is also an Impact Assessor for HEFCE (Higher Education Funding Council for England) assessing the impact that research carried out in academia has beyond Higher Education, with benefits to economy, society and culture.

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Theo-Jan Renkema – Financial services

Theo-Jan Renkema is Manager of Advanced Data Analytics at Rabobank, in the Netherlands. Theo-Jan has a background in Business Administration and Management Science at a masters and doctorate level, and pursued a career as researcher, executive consultant and manager. Theo-Jan Renkema aims to apply advanced analytic techniques to improve existing business processes and customer propositions and to build new business models.

Ernestina Menasalvas – Further education and research

Ernestina Menasalvas is a Professor at the Computer Science School at Universidad Politecnica de Madrid (UPM), where she leads the MIDAS 'data mining and data simulation' research group. Currently, she develops her research at the Centre of Biotechnology in UPM. Ernestina collaborates with the Spanish CLC of the EIT-Digital for education and training and represents the UPM within the Big Data Value Association, where she leads the task responsible for education and skills.

Anders Arpteg – Entertainment services

Anders Arpteg is the Analytics Machine Learning Manager at Spotify and the CEO of Agent Central AB in Sweden. Previously, Anders was the AI Scientist at Campanja, working with global companies to optimise their worldwide campaigns. Anders specialises in machine learning and big data technologies.

Dave Clarke – Data products and services

Dave Clarke is the Chief Data Scientist at Asystec, where he develops the company strategy for big data analytics service development for customers. He also leads the development of Asystec's big data analytics Innovation Centre and Executive Briefing Centre in Ireland. Previously, Dave worked with EMC where he consulted one-to-one with senior business executives across Europe, Middle East and Africa and set up multi-disciplinary teams in the data warehouse and business intelligence solutions space. Dave has over 20 years of experience in data science roles, software architecture and management consulting across multiple domains including manufacturing, retail, utilities, healthcare, banking and insurance.

Dr Daniel Gillblad – Research

Dr. Daniel Gillblad is a senior researcher and Director, of Decision, Networks and Analytics Laboratory at the Swedish Institute of Computer Science (SICS). Daniel received his Ph.D. in computer science and focuses his current work on probabilistic methods for network management, diagnostics and large-scale data analytics.

Dr. Pawel Kobylinski - Consultancy

Dr. Pawel Kobylinski is a Data Scientist for Interactive Technologies Laboratory at the National Information Processing Institute in Warsaw, where he works on projects that combine artificial intelligence, cognitive science and human-computer interaction with sociology and user experience design. Pawel specialises in quantitative structuralisation of research and business issues - he quantifies situations into data, analyses the data, and turns the data into meaningful explanations. He has been gaining his interdisciplinary experience as a Statistical and Machine Learning Consultant animating his StatMach project and undertaking challenges, which require coming into contact with various scientific and business fields, often distant from one another.

Simon Fischer – Technology

Simon Fischer is one of the founders of the RapidMiner project, started as Yale in 2001 and now known as the world-leading open source data mining solution. He is now SVP Engineering at RapidMiner GmbH where he runs the international engineering team and completed various FP7 and nationally funded research projects. One of the core development efforts at RapidMiner is building a solution that delivers uncompromised power of advanced analytics that is accessible to business analysts without mathematical backgrounds. Simon holds a master's degree in computer science from Dortmund University and a PhD in computer science from RWTH Aachen University where he has conducted research on the intersection of game theory and network theory.

Philippe Van Impe – Data science community

Philippe Van Impe is a Founding Partner of the Brussels Data Science Community, a large open community of specialists in data and business. The community's activities aim to bridge the gap between businesses and academia, through regular meet-ups, training and 'Data for Good' projects, where members contribute their skills to work on projects with NGO's, public institutions and start-ups. Philippe is also the Founder of the European Data Innovation Hub, which connects and supports data professionals throughout Europe to share and discuss best practices in open data, big data and data innovation.

Anders Caspár – Communications

Anders Caspár is the Director of External Research Relations at Ericsson in Sweden, reporting to Head of Ericsson Research, with global responsibility for creating and maintaining a strategic viewpoint on Ericsson's external research relations. He is actively involved in external research relations, having Supervisory Board Positions within academia, industry associations and governments' reference groups at international and national level. Anders has more than 25 years experience working in, and with, large multi-national organisations and SME's managing technology development, deployment and change management associated with successful introduction of new technologies. With many years experience in system and software architecture development and in industrial applied research, Anders has contributed to the establishment of several international networks encouraging an efficient transfer of knowledge.

Prof. Dr. Milan Petković – Technology

Prof. Dr. Milan Petković is the head of the Data Science department in Philips, in the Netherlands, which conducts innovation projects for Philips in the domain of data analytics, signal processing, advanced data management and security. Among his research interests are data science, big data analytics, information security and privacy protection. Prof. Petković serves at the board of directors of Big Data Value Association, and in the past of Trust in Digital Life Alliance, ENISA and several other institutions. He is very active in the EU and Dutch national collaborative projects and currently leads the AU2EU and THeCS projects and participates in SuperCloud, ATTPS and CTMM projects.

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4. Appendices

Appendix A.- *Advisory Board advert*

European Data Science Academy - Appointment of Advisory Board

Can you help to shape the future of data science training in Europe?

The European Data Science Academy (EDSA) is seeking to recruit industry experts for the EDSA Advisory Board.

Background
The European Data Science Academy is funded under the Horizon 2020 programme by the European Commission. The project will address the growing skills gap in data science across Europe. EDSA will evaluate the sector specific data science skills needed and develop curriculum and training to meet these, enabling the next generation of data scientists to meet the new challenges of the data economy.

Applicants
We are seeking industry leaders across Europe who have the experience and knowledge to advise the project on the key data science skill needs and challenges in their industry.

Requirements
Board members will be asked to attend online bi-annual meetings and in addition, will be regularly updated on the progress of the project. Board members will be asked to advise on the changing demands in their sector, and to review EDSA data science curriculum.

Appointment
To express interest in joining the EDSA Advisory Board, please respond summarising your interest, and experience. Individuals will be contacted following this.

A decision on invitations to the board will be made following consultation with the EDSA consortium partners.

For further information, or to express interest in joining the board, please contact us [here](.).