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WELCOME

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WELCOME to our first Women in Data Science (WiDS) Netherlands event! WiDS is an initiative to showcase outstanding work done by women in the data science field. WiDS is a global conference, WiDS Netherlands is one of 200+ regional events taking place worldwide.

Today's technical conference features exceptional data science contributions from women in academia and industry. We are joined by four prominent speakers who, though their work, will reflect on the impact that data science is having on society. We hope that the speakers will inspire you in your future career.

We also hope that this event is a networking opportunity for you to meet others in the field of data science. We aim to keep hosting this event in the years to come. Please join us again at the next WiDS Netherlands, which will be held at the beginning of March 2022.

Have an amazing time!

Visara Urovi, Roos Rooijakkers, Jeanne Kroeger and Jeroen de Haas

WiDS Ambassadors for Maastricht, Eindhoven and Amsterdam

CONFERENCE SCHEDULE

March 8th, 2021

10:00–12:00	**WiDS GLOBAL LIVE STREAM** Full program here
	– BREAK –
13:00	**WELCOME & OPENING REMARKS** Jeanne Kroeger, *WiDS Ambassador Amsterdam*
13:10	**KEYNOTE 1** *Learning from the past, looking to the future: Women in data science* **SALLY WYATT** Professor of Digital Cultures, Maastricht University
13:40	**TECHNOLOGY VISION TALK 1** *Marketing innovation using AI: Helping NGOs realize their vision* **SUJATHA SUBRAMANIAN** Lead Data Scientist & AI Solution Architect, Avanade Netherlands
14:00	**COFFEE BREAK**
14:10	**QUIZ & POLL**

14:30	**KEYNOTE 2** *Data challenges in health insurance* **FLEUR HASAART** Manager Data Science, CZ
15:00	**TECHNOLOGY VISION TALK 2** *Defining and mitigating algorithmic bias: A practitioner's perspective* **HINDA HANED** Co-Scientific Director, Civics AI Lab & Senior Lead Data Analytics, Janssen Biologics
15:20	**PANEL DISCUSSION: DATA & SOCIETY** **Moderators** KATY WOLSTENCROFT ROOS ROOIJAKKERS **Panelists** SALLY WYATT SUJATHA SUBRAMANIAN FLEUR HASAART HINDA HANED
16:10	**CLOSING REMARKS** Jeanne Kroeger, *WiDS Ambassador Amsterdam*
16:20	**NETWORKING ROOMS**
17:30	**END**

SPEAKER

SALLY WYATT

Professor of Digital Cultures, Maastricht University

Learning from the past, looking to the future: Women in data science

Abstract: Sally will reflect on how the position of women in data science and computer science more generally has changed over the past decades. This is done in order to address the question of how women lost ground in these important fields, crucial for both universities and society. But it is not enough to understand why women are now woefully under-represented in data science in many countries. We also need to consider what can be done to improve the situation, and thus Sally will present some ideas for policy and action. Providing equal opportunities for women to enter and stay in an interesting field that offers many career possibilities is of course an important goal in and of itself. This issue of social justice is one part of the story. There are also questions of epistemic justice, and thus Sally will also provide examples of how more women in data science could lead to better data and data analyses that better reflect our social world and our aspirations for a better world.

Bio: Sally Wyatt is Professor of Digital Cultures in the Faculty of Arts and Social Sciences, Maastricht University. She is a feminist who works in the field of Science and Technology Studies (STS). Her work focuses on the ways in which digital technologies may reinforce or introduce inequalities, and on the ways in which people use digital technologies to find health information. Wyatt is one of the three national coordinators of the VSNU Digital Society Programme, involving all Dutch universities. Together with Anna Harris and Susan Kelly, she is the author of the prize-winning book, "Cybergenetics, Health Genetics and New Media" (2016, Routledge). More information about her teaching, research and other activities can be found on her personal website.

SUJATHA SUBRAMANIAN

Lead Data Scientist & AI Solution Architect, Avanade Netherlands

Marketing innovation using AI: Helping NGOs realize their vision

Abstract: AI for social good and future proofing nonprofits using technology is more important now that ever. Sujatha will talk about her work with UNICEF to help them with their aim of doubling donations by 2022 by offering donors an integrated customer experience. The global humanitarian organization's goal is to transform the way they engage with their donors in this digitally transformed world. By knowing and understanding the needs, motivations, and nuances of their donors and volunteers, the NGO can establish and nurture a long and mutually profitable relationship with their supporters. Creating a marketing platform of the future to run targeted and personalized campaigns was the way to go. Sujatha and her team built a solution to gain a 360-degree view of donors and volunteers, based on the user interaction from various channels and insights from all data sources. Creating precise segmentation and AI-driven insights to reduce churn and donor subscriptions were key goals of this solution.

Bio: Sujatha Subramanian is a Lead Data Scientist and an AI Solution Architect at Avanade, Netherlands. With more than 15 years' experience in product development and consulting, her focus area is in solving customer challenges using Data & AI. She is passionate about delivering value and drives AI adoption by focusing on the technology, readiness and processes. She was an active member of PyData Warsaw and loves to share her passion for Data & AI by speaking at meetups and conferences.

FLEUR HASAART

Manager Data Science, CZ

Data challenges in health insurance

Abstract: Making data science a key element in your company's strategy is rather easily put into a PowerPoint, but how do you actually do this in real life? How do you move from a few loose prototypes to a coherent set of AI models that are actually used within your company? In this talk Fleur will share her learnings on CZ's search from prototype to actual implementation. Fleur will demonstrate these learnings with an actual use-case that CZ is working on right now for medical claim authorizations.

Bio: Fleur Hasaart currently works as the manager of the Data Science department at CZ Health Insurance in the Netherlands. She holds a master in international economics from Tilburg University and a PhD in Health Economics from Maastricht University. Her research field is strategic behaviour in reimbursement for hospitals. Within CZ her department focuses both on using AI for the enhancement of customer service and on using AI within the field of health care. Currently she also works as an advisor for the startup Scailable, aimed at instantly deploying AI/ML models.

HINDA HANED

Co-Scientific Director, Civics AI Lab & Senior Lead Data Analytics, Janssen Biologics

Defining and mitigating algorithmic bias: A practitioner's perspective

Abstract: Modern day decision-making systems based on machine learning algorithms have an increasing impact on our lives in diverse domains such as health, mobility and education. While these systems can be useful, they can also produce erroneous or biased outcomes that can be harmful to individuals and communities, often without the possibility for meaningful recourse or feedback. To mitigate these issues, responsible data science has become an important area of focus for many data science practitioners and researchers in the past few years. As one of the focus areas, algorithmic solutions are being regularly developed to mitigate or fix biases. But how can we detect and measure bias with the help of these technical solutions? And what does it mean to fix bias? In this talk, Hinda will discuss different definitions of bias, and bias mitigation through so-called 'fairness algorithms'. Drawing from practical examples, she will argue that the most fundamental question we are facing as researchers and practitioners, is not how to fix bias with new technical solutions, but whether we should be designing and deploying potentially harmful automated systems in the first place.

Bio: Hinda Haned is Co-Director of the Civics AI Lab and Senior Lead Data Analytics at Janssen Biologics (Leiden, The Netherlands), where she supports and manages different data science projects for process improvement and optimization. In 2018, she was named professor by special appointment at the University of Amsterdam. Her research focuses on developing solutions for best practices for safe and responsible data science. Hinda obtained her PhD in applied statistics from the University of Lyon (France) in 2010. Some of her most recent work revolves around explaining why a model makes errors in forecasting tasks and investigating whether explaining these errors increases user-trust.

KATY WOLSTENCROFT

Assistant Professor Bioinformatics, Leiden Institute of Advanced Computer Science and Leiden Center of Data Science

Bio: Dr Katy Wolstencroft is Assistant Professor Bioinformatics, Leiden Institute of Advanced Computer Science and Leiden Center of Data Science. Work in her group focuses on research methods and workflows for analysing, modelling and semantically integrating biomedical data. By exploring and exploiting the wealth of research results already in the public domain, they can address the growing analysis bottleneck and produce new insights that increase the scientific and economic value of research results. A large part of this research involves developing methods and approaches for improving FAIR (Findable, Accessible, Interoperable and Reusable) data.

Currently, Katy leads the data management activities in the Netherlands Bioimaging network and she was a founding member of FAIRDOM, which produced the FAIRDOMHub public resource for sharing systems biology research results. Originally, Katy studied Biochemistry at the University of Leeds before obtaining an MSc and PhD in Bioinformatics from the University of Manchester. Katy also did a postdoc and research fellowship in Manchester and was a visiting researcher at the Vrije Universiteit Amsterdam, before moving to Leiden to start her own group.

ROOS ROOIJAKKERS

Data Scientist and Consultant, Pipple

Bio: Roos is a data scientist and consultant working for Pipple. With only three years' experience, she has already worked on many interesting data science projects applied to various domains like logistics, warehousing, finance, health and sales & marketing. Working as a consultant has given her the opportunity to rapidly learn more about different organisations and problems.

In high school, Roos was inspired by 'girl in tech' initiatives which led her to choose scientific (beta) studies. Following a path in physics, maths & economics, Roos obtained a BSc and MSc in Econometrics & Operations Research from Maastricht University. After her education, Roos started working at data science consultancy firm Pipple and was WiDS Ambassador the first WiDS Amsterdam event, organised in 2020 by Pipple. She continues to share her experiences as a woman in data science to inform and inspire people about data and AI.

THANK YOU TO

The amazing conference speakers, panelists, and moderators. We would also like to thank the sponsors and the community that helped bring this conference to the Netherlands.

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Finally, thanks to our generous public! We hope that you enjoyed today and will join us again next year!

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