

AMSTERDAM DATA ACADEMY

AI Leadership Day 2026

Thursday 3 September

Matrix ONE, Science Park 301, Amsterdam

We start at 09:30

Coffee is ready. You pick your two sessions at the desk.



Who we are

We train people and teams in data and AI, from short courses to a two year diploma programme at NLQF Level 6, comparable to bachelor level. Right here at Science Park.

And today you will meet most of the team



Olivier

your host



Roos

session host



Kamilla

front desk



Nick

podcast



Tristan

session host



Akos

session host

WHY TODAY EXISTS

The first officially recognised diploma in Data and AI in the Netherlands.

NLQF Level 6, comparable to bachelor level

That is what we are celebrating today. And at the same time we notice that plenty of people still do not know us. Which is why you are here.



What makes us unique

You can learn AI anywhere. The question is what it is worth afterwards.

Professional

A diploma at NLQF Level 6, comparable to bachelor level. Independently assessed, with an external chair.

Practical

Assignments on real data from your own work, not generic exercises on someone else's dataset.

Personal

Modules you work through at your own pace, plus live sessions with your own instructor.

NLQF

1

2

3

4

5

6

7

8

Level 6 is our diploma, comparable to bachelor level. Most AI certificates sit outside this scale altogether.

Three questions run through the day

01

Safe

How do you use AI safely,
with a grip on your data.

02

Controlled

How do you keep it
responsible, from governance
to clear ownership.

03

People

How do you bring your
people along.

Each round has one session per question, so you can attend two of the three today.

Your speakers today



Maarten de Rijke

UvA
keynote



Marlene de Koning

PwC
keynote



Bo Vialle-Derksen

Deloitte
keynote



Laurens Schumacher

Deloitte
round 1



Arthur Vankan

Dialogic
round 1



Marloes Roelands

AIC4NL
round 1 + panel



Alessandro Vozza

Volt Datacenters
round 2



Ishan Singh

Uber
round 2



Joris Merks

ex-Google
round 2 + panel

The programme

09:00	Doors open, coffee
09:30	Opening
09:45	Keynote Maarten de Rijke, UvA
10:30	Keynote Marlene de Koning, PwC
11:15	Break
11:30	Breakouts round 1, three parallel sessions
12:30	Networking lunch

13:30	Keynote Bo Vialle-Derksen, Deloitte
14:15	Breakouts round 2, three parallel sessions
15:00	Break
15:15	Wrap-up from the three tracks
15:30	Panel AI transformation and learning
16:00	End of programme, drinks afterwards

Round 1, three parallel sessions

11:30 to 12:30

Safe

**Laurens
Schumacher**

Deloitte

Building AI systems yourself, with
cases from the Deloitte practice

Auditorium · 30

Host **Tristan**

Controlled

Arthur Vankan

Dialogic

AI is a gamechanger, now for the
rules of the game

 **YELLOW · 20**

Host **Roos**

People

Marloes Roelands

AIC4NL

Developing professionals in the
age of AI

SustainaLab · 30

Host **Akos**

First come, first served. When a room is full, it is full.

Round 2, three parallel sessions

14:15 to 15:00

Safe

Alessandro Vozza

Volt Datacenters

Beyond the Clouds: sovereign AI infrastructure to regain control and autonomy

Auditorium · 30 Host **Tristan**

Controlled

Ishan Singh

Uber

Scaling AI in a controlled way, and using AI to keep AI in check

 **YELLOW · 20** Host **Roos**

People

Joris Merks

ex-Google

Leading with AI: building high performance teams with AI as your sparring partner

SustainaLab · 30 Host **Akos**

First come, first served. When a room is full, it is full.

Practical, briefly

Your two sessions

You pick them at the desk. Tristan, Roos and Akos are at the rooms.

Lunch

12:30, here in the foyer.

Camera

A videographer is with us all day.

Finish and drinks

We close at 16:00. Drinks afterwards, alongside the Science Park summer party.



De ADA Podcast

We are recording six episodes here today, in room GREEN. You may well be asked for a short interview. Listen on Spotify.

SLIDO • ONE QUESTION

What is holding you back most?

- The technology and data
- Governance and accountability
- People and their skills



slido.com

#2557 771

Stays up all day. Questions you add here come back in the panel at 15:30.



09:45 • KEYNOTE • AUDITORIUM

Maarten de Rijke

Distinguished University Professor, University of Amsterdam
Scientific Director, Innovation Center for AI (ICAI)

From Neurons to Public-Private Labs
How testing and evaluation determine AI adoption



10:30 · KEYNOTE · AUDITORIUM

Marlene de Koning

Director Workforce AI Innovation & Adoption, PwC

**Leading the organisation
in the Age of Agentic AI**

Round 1, three parallel sessions

11:30 to 12:30

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13:30 • KEYNOTE • AUDITORIUM

Bo Vialle-Derksen

Human Capital, Deloitte Consulting

**Change management and bringing
your organisation with you**

Round 2, three parallel sessions

14:15 to 15:00

Safe

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Volt Datacenters

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15:30 • PANEL • AUDITORIUM

AI transformation and learning



Marloes Roelands

AIC4NL



Joris Merks

ex-Google



Rob Stroober

Hoge school van Amsterdam

Moderated by Olivier van Hees

PANEL · QUESTION 1 OF 5

1

The biggest misconception at board level about what AI asks of people?

PANEL · QUESTION 2 OF 5

2

**Bottom-up or top-down: where
does AI adoption actually work?**

PANEL · QUESTION 3 OF 5

3

**Who owns reskilling: the employer,
the individual or education?**

PANEL · QUESTION 4 OF 5

4

Two years on and AI has delivered nothing. What went wrong?

PANEL · QUESTION 5 OF 5

5

What would you tell someone who starts on Monday?

Where do you go from here?

AI Leadership Track

A closed programme for twelve founders, directors and senior leaders. One real decision from your own organisation, carried the whole way through.

Technology choices

Nov

Which call do you make, and which do you postpone

Controlled

Dec

Who signs, and what exactly are you promising

People on board

Jan

Who has to work differently, and why would they

Kickoff online on 27 October, closing afternoon and dinner on 12 February. AI Literacy & Governance in the learning platform before we meet.

**27 OCTOBER 2026
TO 12 FEBRUARY 2027**

8

seats, no more

20

contact hours

One

case, yours, throughout

Applications close 16 October.
Today's guests have priority.

16:30 TO 19:00 • TERRACE AT CAFE NEO

And then we go outside

Matrix Community Summer Party

Food, drinks and a live brass band on the terrace, together with the rest of the Matrix community. You are all welcome, so stay as long as you like.

Thank you for being here.