

Session 3A

Becoming Data Driven, Driving the Energy Transition



Micheline Casey
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Bio: *Micheline Casey is a senior executive who helps companies extract game-changing value from data to realize digital transformation and drive new value creation. She is the Chief Data Officer for Siemens Energy, where she is responsible for driving the vision and strategy for data, advanced analytics and AI in support of the company's ambition to digitize the energy of tomorrow. She and her team are extremely passionate about the use of advanced analytics and AI to support the energy transition and decarbonization.*

Previously, she was Chief Data Officer at A.P. Møller-Maersk (Copenhagen) and Global Head of Data for Ford Motor Company (Palo Alto, California). She also served for seven years on the board of directors of Midwest Reliability Organization, one of six regional electric reliability councils in the United States responsible for the resiliency and reliability of the energy grid in parts of the U.S. and Canada.

Ms. Casey has data strategy, digital innovation, and software experience across a variety of industries including automotive, financial services, insurance, healthcare and energy. She also has advised numerous companies on data and analytics strategy in both the private and public sector. She is based in Berlin.

Brief description: Siemens Energy is the leading energy technology company, supporting one-sixth of global electricity generation. Our ambition to be data driven is not only crucial to our business and ESG goals, but also critical for the energy transition.



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Abstract: The energy system is undergoing massive disruption from many sides: decarbonization efforts, the instability that results with more renewables coming online, decentralization, and the impact of digital technologies. Siemens Energy is leading this transition, with data and AI central to its strategy. And, we are also at the beginning of the journey, with our separation from Siemens AG happening just two years ago. We will discuss the ambition, and how the strategy is putting in the building blocks for success.

Key takeaways:

- Attendees will learn why the energy systems of the future will be AI-driven.
- Attendees will learn why data and AI are integral to the company and supports the corporate ambition.
- Attendees will learn how we are maturing the data and analytics environment internally.
- attendees will hear how concrete value is being created as a result of this strategy.
- Attendees will learn about how we are working through change management and structural barriers.

Key words: *Data strategy, AI, analytics, change management.*



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