



# DIGIbrunch

▶ ▶ mötesplats för digitala sektorn

English spoken digital meeting!

## The false truth about everybody being data-driven

Everybody is stressing out, they all feel the urgency to become data-driven. Established businesses disappear and unicorns disrupt the market and question well established work-flows. There is a hysteria about the need to change and to do it all at once over each and every business area. This presentation is supposed to put things into perspective. Tobias will speak about mistakes and how the general perception of everybody else succeeding tricks us into feeling bad. In the end you will realise that you are not alone and that changes take time - no matter how fast paced we have become.

### Tobias Wagenknecht

Head of Data & Analytics, Aftonbladet Hierta AB  
Born in Germany, raised in Spain, migrated to Sweden in 2011 - a European data-nerd, who loves the beauty of numbers and charts as much as the satisfaction of being able to come up with an actionable decision instead of just another report. Spent half of his life within travel & hospitality and learned a lot about the eternal struggle of making a conservative industry more data-driven. A story about many failures, learnings and iterations.



Tobias Wagenknecht

**Digibrunch**  
måndag 22 mars 2021

klockan 12.00–13.00  
online

Anmälan senast 18 mars  
[videum.se/biljettkiosken](https://videum.se/biljettkiosken)