

Deva I Justhy

Data Simplified. Value Maximized.

Person-Centric Data Expert On A Mission
To Eliminate Data Non-Use.

Your One Decision, Towards a Remarkable & A Conscious World.

SPEAKER | AUTHOR | CONSULTANT

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Special 60 Min Keynote with Q&A
The Billion Dollar Byte Secrets, For Innovators

How Data-Driven Thinking Fuels Bold Transformation, Innovation & Future-Readiness

OVERVIEW

In a time where digital transformation and innovation is no longer optional—and where AI readiness is the next frontier—organizations must unlock the real power of their data to accelerate innovation, simplify complexity, and stay resilient.

More importantly enterprises must unlock hidden data and untapped human talent as well as potential. Data Fluency cannot be optional, anymore.

This keynote will challenge conventional thinking around data, reveal inspiring real-world stories of transformation, and show how anyone—regardless of role — can lead with data. It's a call to action for innovators, builders, and changemakers to become datapreneurs—those who use data as their most strategic tool.

KEY TAKEAWAYS

- **Demystify Data:** Think “data-first” without overcomplicating it and bury complexity forever
- **Real-World Wins:** How data transformed everyday decisions at highly data driven organizations
- **Mindset Shift:** Nurture and embrace The Datapreneurs in your enterprise and see your game upgrade
- **Actionable Frameworks:** The Datapreneur’s Toolkit - Class-N ODS/IDS, The Data Strategy Blueprint & The Data As An Asset (DAAS) Index
- **Micro-Actions:** What you can do today to use data confidently in your role
- **ON REQUEST:** Demo of The Datapreneur Coach - An AI Assistant for accelerated learning superpowers
- **ON REQUEST:** Complimentary Book Copies and / or other giveaways - To Be Agreed

LEARNING OUTCOMES

🔥 LEARN TO USE DATA FOR FASTER, TRANSFORMATIONS & MODERNIZATIONS

Apply proven, field-tested frameworks to drive clarity and action across initiatives.

🧠 UNLOCK HIDDEN VALUE BY KNOWING THE DATA USE & NON-USE SPECTRUM

See where value is lost—and where it can be rapidly reclaimed—by understanding how data is (and isn’t) used in your company.

🚀 KNOW HOW TO ACCELERATE COMPLEX PROGRAMS WITH PERSON-CENTRIC DATA & LOWER RISKS

Discover how people—not just platforms—hold the key to accelerated transformations with confidence and grace.

🌍 HEAR STORIES OF DATAPRENEURS FROM AROUND THE WORLD

From highly traditional Swiss Financial Institutes, Utility Companies, Healthcare and American Banks, learn how individual leaders turned data into rocket fuel for digital transformations.

🛡️ DEFEAT CRISIS TODAY BY LEADING WITH DATA & DEVELOP A CULTURE THAT NURTURES THE DATAPRENEUR IN YOUR ENTERPRISE

Learn how to future-proof your teams by empowering them to lead with data, not the burden of legacy.

🤖 ENSURE YOU ARE AI READY BY DESTROYING THE CURSE OF A DATA ILLITERATE CULTURE

AI is only as good as the data and the people’s culture it's built on—break the barriers before they break your future.

WHY THIS TALK WORKS FOR MONDAY.COM IN 2025

Create Data You Can Trust, Make Decisions You Can Love

Built for a modern, global, tech-savvy audience. Inspires individuals across roles to treat data as a language and a mindset—not a technical task. Encourages bottom-up engagement with data that complements top-down transformation strategies including winning with AI opportunities to accelerate business objectives and outcomes.

ABOUT THE SPEAKER - Justhy

Deva I Justhy is the Founder of The Data Strategy Lab, an advisory firm which was initially founded in Zürich, Switzerland in 2014. He is the author of an American Book Fest finalist, The Billion Dollar Byte – Turn Big Data Into Good Profits, The Datapreneur Way.

In 2025, he started AI FOR an advisory firm helping enterprises succeed with AI Solutions and Data Literacy programs. Justhy spent the last two and a half decades as a data management expert, managing data assets and transforming enterprise data portfolios worth over \$3B, across global enterprises, in multiple sectors and industries. He has defined methods and practices, that *your competitors pray you will never discover*. Why take months and years, when you can get results in weeks, days, hours or minutes. He will show you and your team how to make bigger decisions and get faster results, by simplifying and creating massive economic value, with data and people.



Keynote

AI & Data
Literacy

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