



Data, AI, and supercharging a trustee

Dr Orlando
Chief Data

A close-up of a yellow LEGO minifigure head with black eyes and a slight smile, wearing a black hood. The background is a solid blue color.

Google

sexiest job of the 21st century





sexiest job of the 21st century



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Data Scientist: The Sexiest Job of the 21st Century

Data Scientist: The **Sexiest Job of the 21st Century**.

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Mark Freeman II



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Data, AI, and supercharging a trusted brand

Dr Orlando Machado
Chief Data Officer, the LEGO Group





1932



Oct. 24, 1961

G. K. CHRISTIANSEN
TOY BUILDING BRICK

3,005,282

Filed July 28, 1958

2 Sheets-Sheet 1

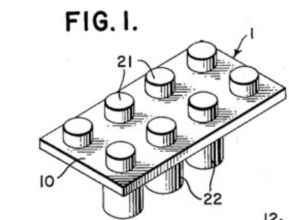


FIG. 1.

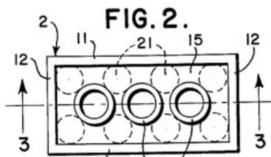


FIG. 2.

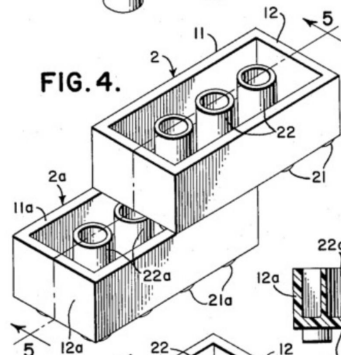


FIG. 4.

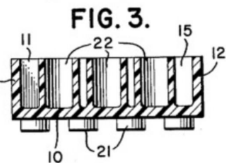


FIG. 3.

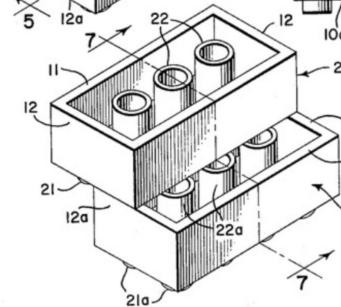


FIG. 6.

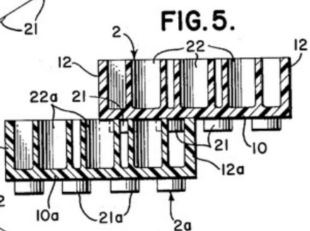


FIG. 5.

Oct. 24, 1961

G. K. CHRISTIANSEN
TOY BUILDING BRICK

3,005,282

Filed July 28, 1958

2 Sheets-Sheet 2

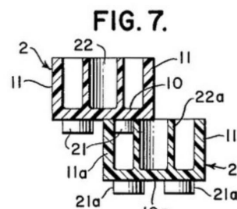


FIG. 7.

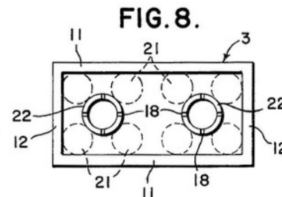


FIG. 8.

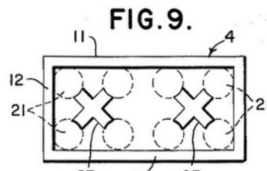


FIG. 9.

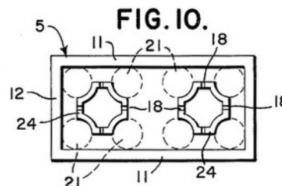


FIG. 10.

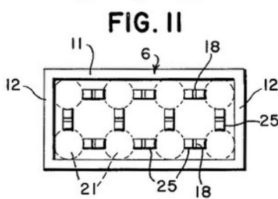


FIG. 11.

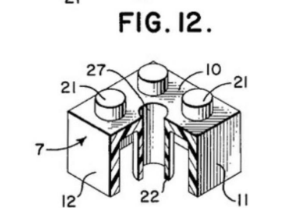


FIG. 12.

INVENTOR

Godtfred Kirk Christiansen

BY *S. Stevens, Davis, Miller & Mosher*
ATTORNEYS

INVENTOR

Godtfred Kirk Christiansen

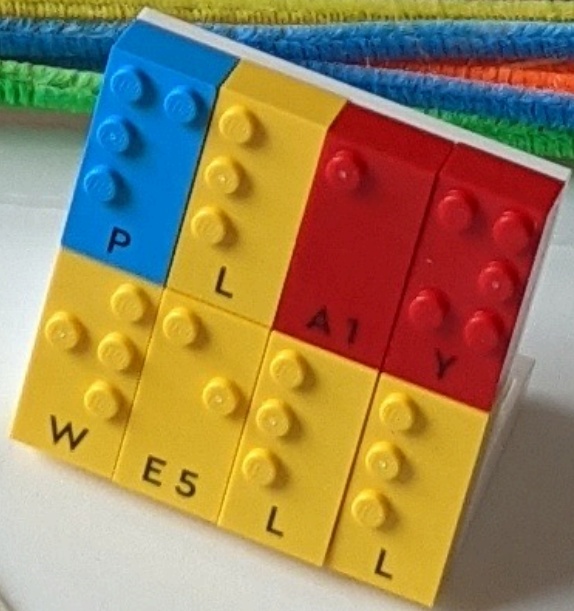
BY *S. Stevens, Davis, Miller & Mosher*
ATTORNEYS

1958



*Inspire
and
develop
the
builders
of
tomorrow*





LEGO components made in Denmark, HONGKONG, MEXICO, CHINA and the CZECH REPUBLIC.
Manufactured by the LEGO Group, DK-7890 Billund, Denmark.
LEGO, the LEGO Group, and the LEGO logo are trademarks of the LEGO group.
4+



PE-L
CE



10110110110110
10110110110110
10011001101



STRATEGY

PLAN A B

PROTOTYPE

1
2
MAY

3

5
6

CAMPAIGN!

DESIGN

STORY LINE

PLAY THEME

NAME

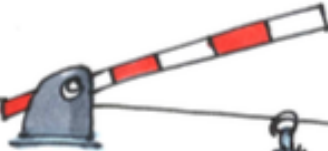


LOOK

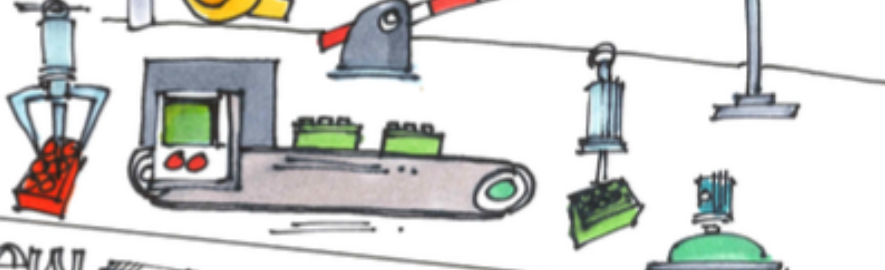


?

LEBOLIFE

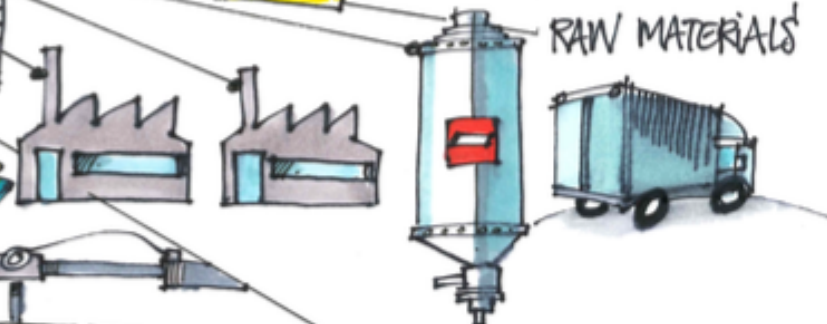


01011001100110001101010101010101



New MOULD

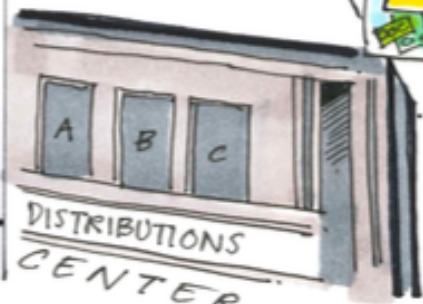
PLAN



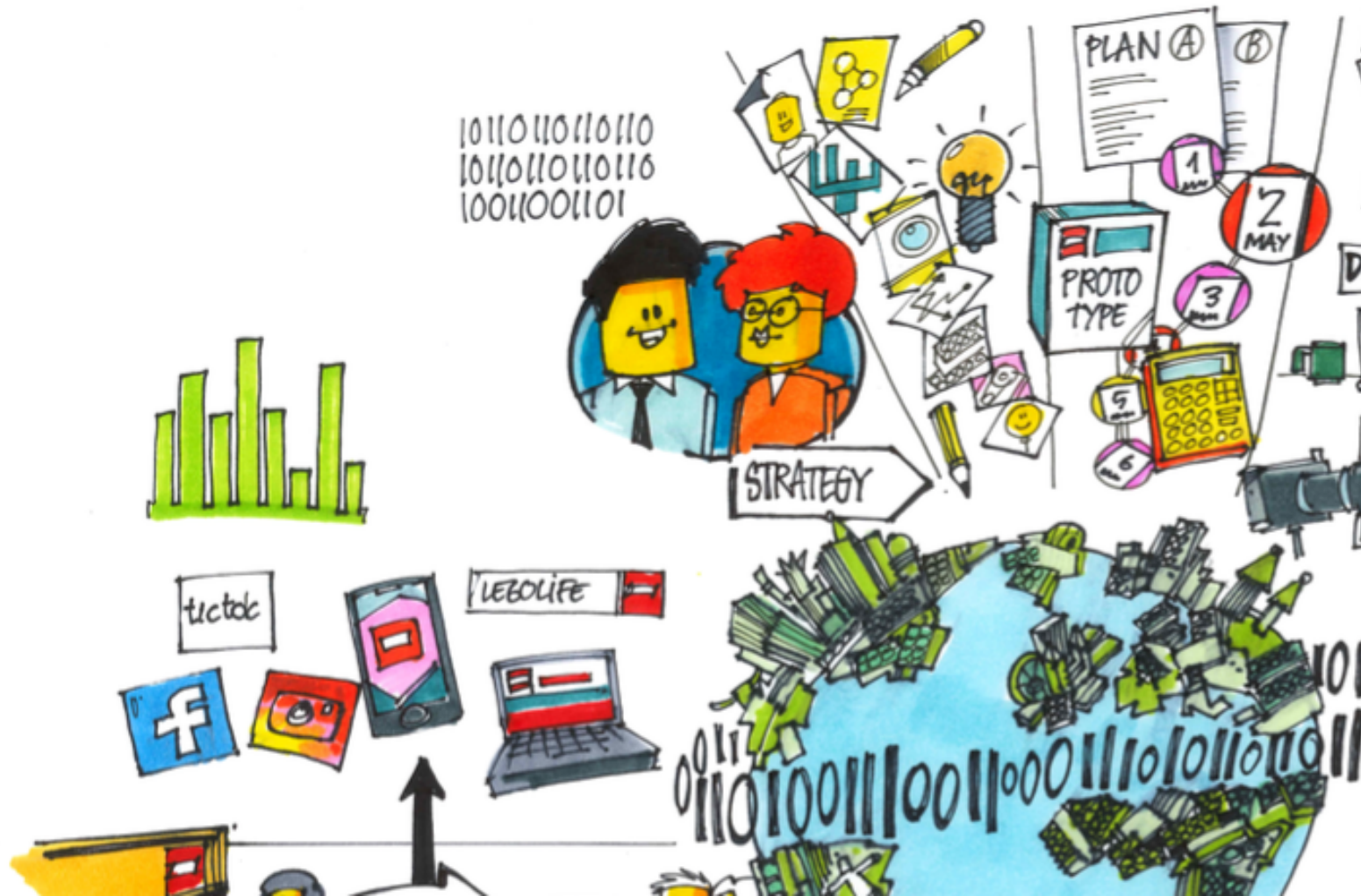
RAW MATERIALS



ORDER









We speak

DATA



DATA
YOUR WORLD

We speak

DATA



DATA
YOUR WORLD



Strengthen Foundation

- Deliver value through digital **product teams**
- Amplify **LEGO® Brand purpose** across entities via **90th Anniversary** and **Rebuild the World**
- Enhance **supply chain resilience**, and **execute capacity expansion** for a rapidly changing landscape
- Drive **compliance** and **confidentiality**, and act as **LEGO® Brand Builders**
- Deliver on **Partner for Productivity**
- Build **Data, Analytics & Insights** capabilities to make **faster** and **better decisions**

Data Intelligence

KPIs, Dashboards, exploratory analysis, testing & learning

Enable

Data Science

Machine learning, statistical forecasting, AI, algorithm development

Build





Our first ever LEGO® CON! | 26 June 2021

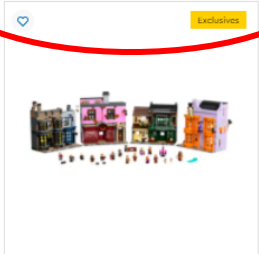
The online experience for LEGO® fans everywhere!

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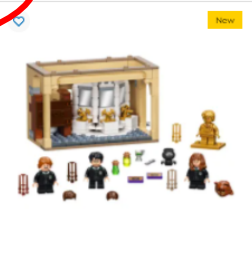
- New
- Exclusives
- Offers
- Retiring Soon
- Adults Welcome
- MARVEL
- Pick a brick
- VIP

Recommended For You



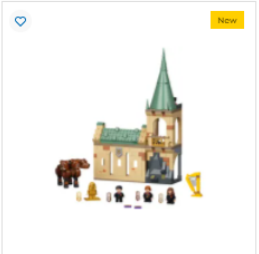
Diagon Alley™
★★★★★
£369.99

Add to Bag



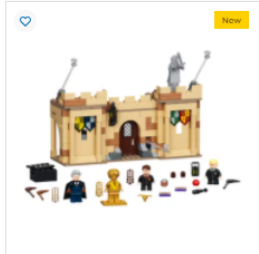
Hogwarts™: Polyjuice Potion Mistake
★★★★★
£17.99

Add to Bag



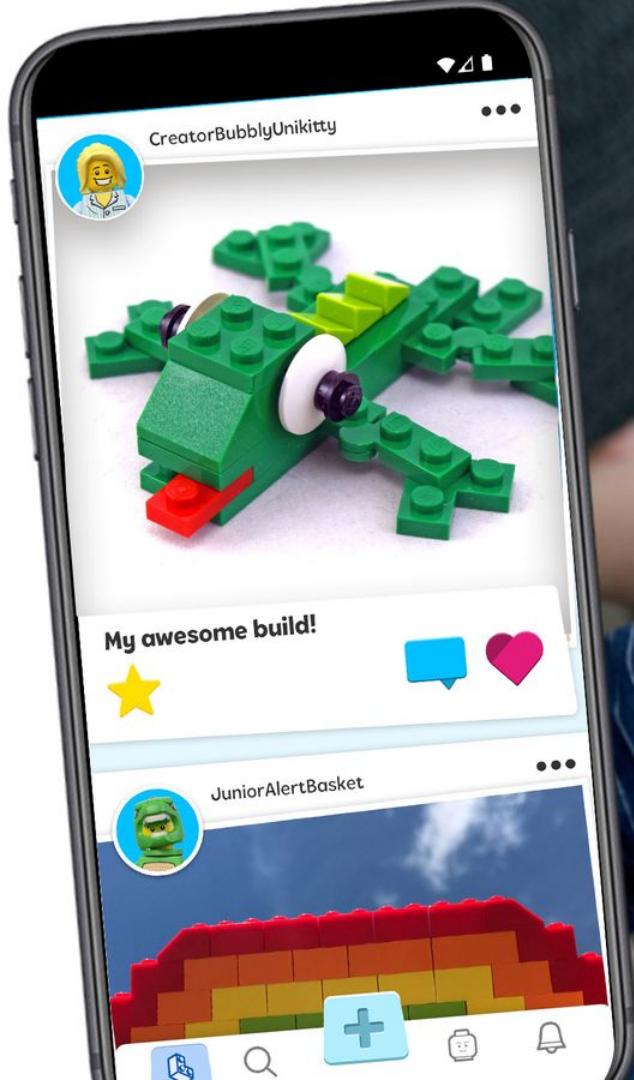
Hogwarts™: Fluffy Encounter
★★★★★
£34.99

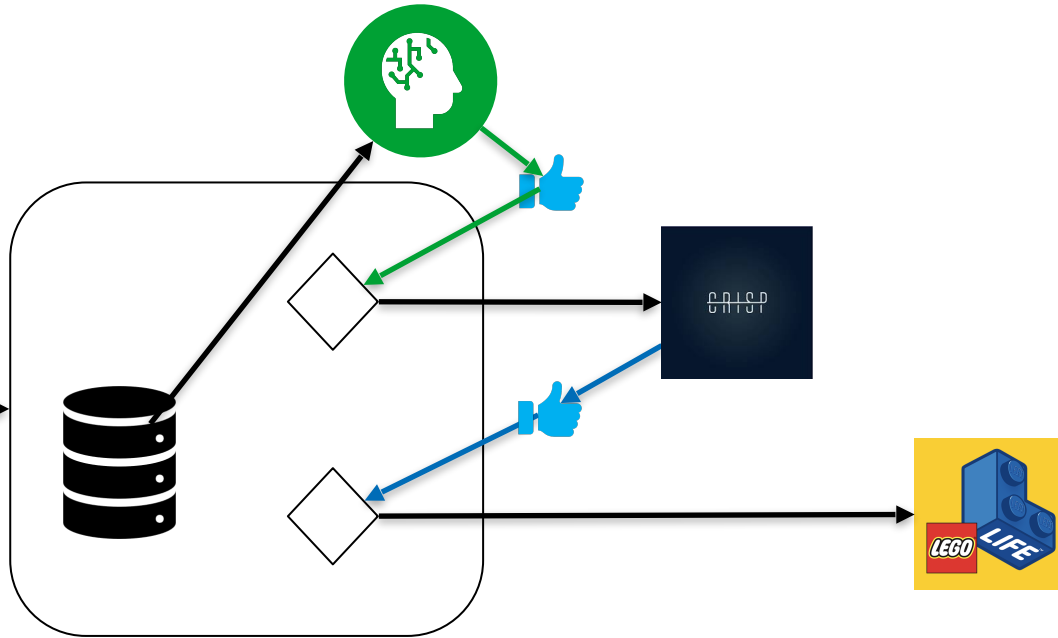
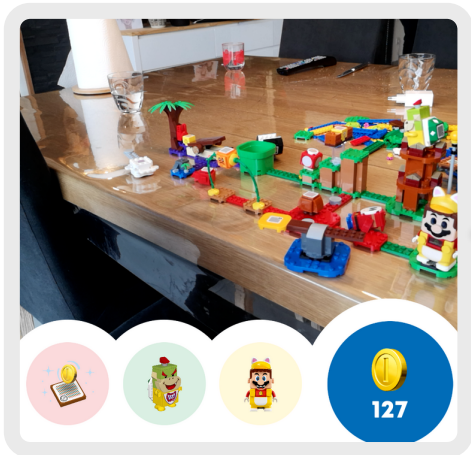
Add to Bag



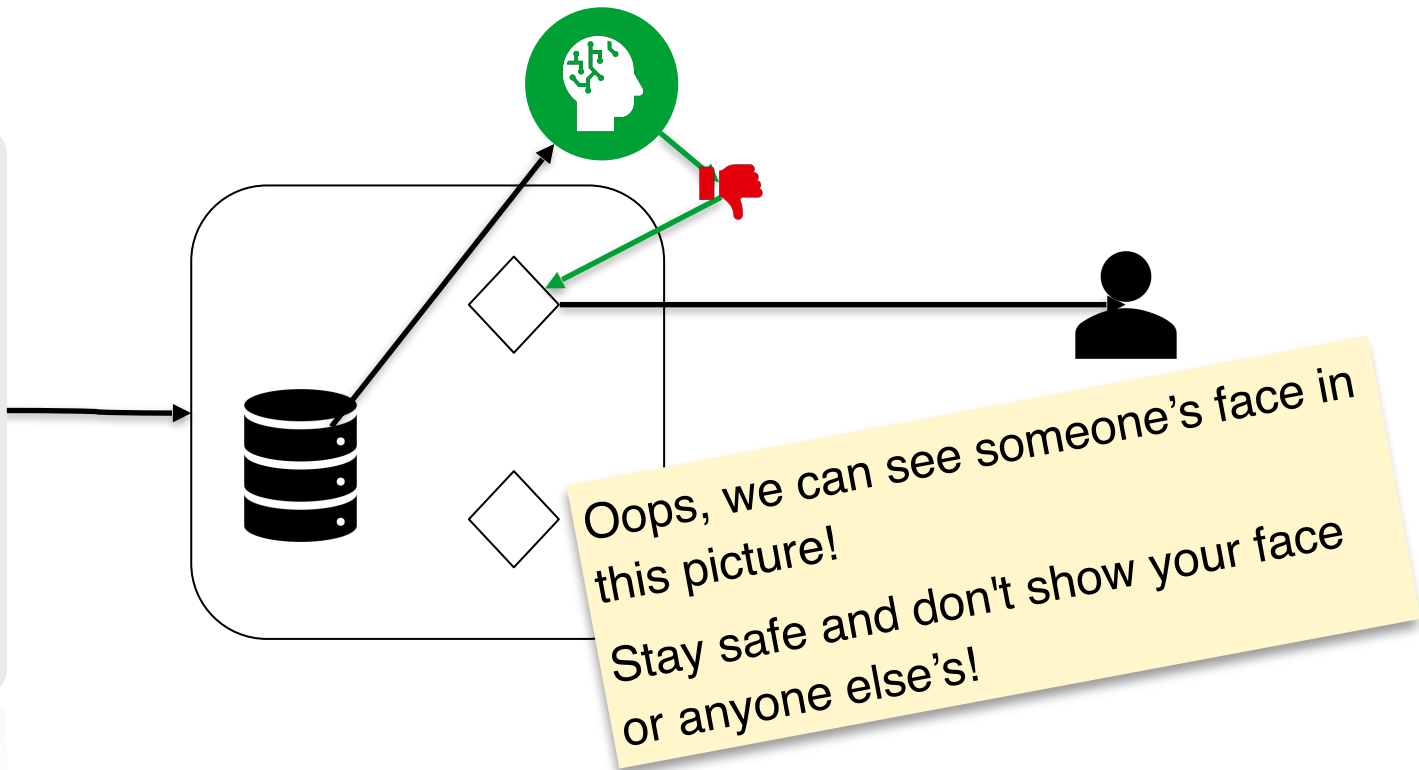
Hogwarts™: First Flying Lesson
★★★★★
£27.99

Add to Bag






AI agent





trust



Or...unsubscribe

ZU 0666', 0, 0); DROP DATABASE TABLE

Data Ethics

Positive and responsible use of data



LEGO

Page 18

©2020 The LEGO Group

Sensitivity Confidential

Group data ethics principles...

...so that the use of data should be...

See the end of this slide deck for additional material to support the introduction of Data Ethics.



POSITIVE: We believe that using data in an ethical, transparent and conscientious way can be a positive force for our consumers and our company. Through the responsible use of data, we can create greater opportunities to learn and innovate in order to inspire and develop the builders of tomorrow.

- we use data to be a force for good and to help us meet our Play, People, Partner and Planet promises.
- data fuels innovation to develop learning-through-play experiences that support the development of 21st century skills.
- we use data responsibly to develop insights that help people make better decisions and to deliver improved and valuable experiences.



FAIR: Data is more than just facts and figures. Data creates insight and ideas that have an impact on people and society. For that reason we take a human centric approach to the use of data and we are committed to the protection of every individual through the fair use of data.

- we believe data should be used to create a valuable impact on the world that we live in and to create better opportunities for everyone.
- we continually strive to minimise bias in data and to increase diversity and non-discrimination through the use of data.
- we only collect data that's intended for a specific purpose and we aim to minimise the processing of personal data.



CLEAR: Data can be complex, but the way we talk about it isn't. It should be easy to understand, clear and explainable. Because if we all talk about data in a way that everyone can understand, including children, then people are empowered to make better choices and better decisions.

- we aim to make it simple to understand how data is used and the value it will deliver.
- we give people choice and control over how their data is used with clear consent processes that are flexible and optional.
- we're committed to clearly documenting our process for data collection and application and will make sure our use of Artificial Intelligence is easy to explain.



RESPONSIBLE: At the LEGO Group trust is of the greatest importance. This includes trust in the use of data and so we take the safety of data very seriously. This applies to all data that we use and especially for personal data. Our colleagues are responsible data citizens with guidelines in place to control the way data is collected, stored, processed and applied.

- we stay up to date with global data legislation standards and invest in technology to protect all data.
- security and privacy focussed design processes are integral to our development of solutions that use and manage data to ensure we provide safe digital products.
- we work with our partners to understand and guide how they manage and use data responsibly.

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THE POWER
to slow time

DIGITAL
HEROES

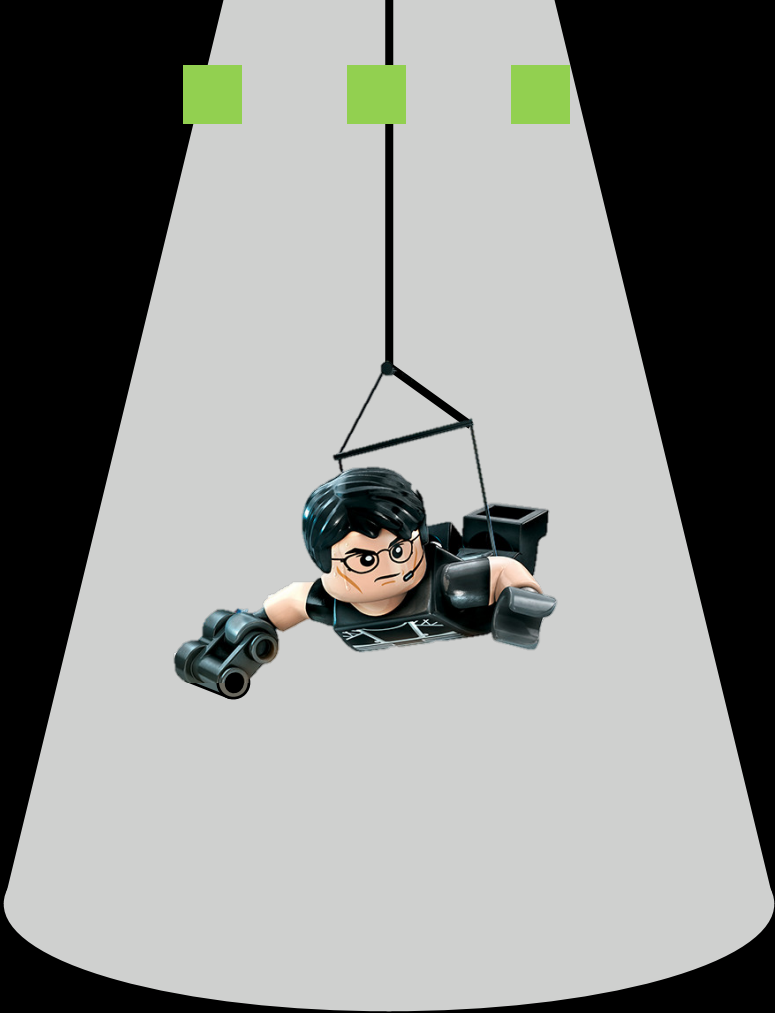


We speak

DATA



DATA
YOUR WORLD





Dear all,



Dear all,



Age
0+

031102021

Building
Instructions
for a Better
World



Build
THE Change

Age

1



Reduce pollution
and waste.

2



Protect nature.

3



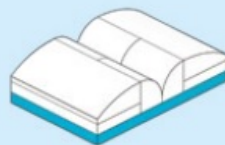
Change laws.

4



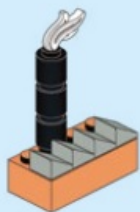
Stop ignoring the
problem: do more.

5



Educate people.

6



Reduce emissions.

7



Cooperate
internationally.

8



Leaders, change your
own behavior.

9



Invest in
the environment.

10



Help people and
future generations.

Build
THE CHANGE





Attention plastic bottles!



and finally...



The Global RepTrak™100

1.  Rolex 79.0 Strong

2.  Ferrari 78.3 Strong

3.  LEGO Group 78.0 Strong

4.  Rolls-Royce 77.7 Strong

5.  Mercedes-Benz 77.6 Strong

6.  Harley-Davidson 77.6 Strong

7.  The Bosch Group 77.2 Strong

VORES FOKUS

SLUT MED RUSSISK GAS

KRIGENS TEKNOLOGI

GIFTIGE FLUORSTOFFER

POWER-TO-X

ING/TECH WEEKLY

NJALS

FLERE >

Ingeniørerne har talt: Lego er landets mest attraktive arbejdsplads



Noget tyder på, at ingeniørerne også anerkender direktør Niels B. Christiansens ledelsesmetode og -filosofi. På parametrene 'en dygtig økonomisk og forretningsorienteret ledelse' og 'god ledelses- og virksomhedskultur' ligger Lego som nr. 1. (Illustration: Christina Hägerfors / Lego)

For første gang i 22 år er det ikke Novo Nordisk, der ligger i toppen i Ingeniørens Profilanalyse. Denne gang har Lego sendt Novo Nordisk ned på en andenplads, mens Grundfos får tredjepladsen.

Job fra **JOBFINDER**

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Strategiske planlæggere til klimatilpasning og spildevand

PROSPECT

Erfarne projektledere inden for materielanskaffelser ti...

SILICON LABS

Senior Software Engineer

Metro Service

Operations Engineer

DAN SØRSEN

Shipping Agent / Speditør

BANKIDANMARK

Projektleder til forretningsprojekter

🔍 Se job der matcher dine skills og karriereønsker

SE FLERE OPRET JOB

*Inspire
and
develop
the
builders
of
tomorrow*





*Inspire
and
build
the
developers
of
tomorrow*



thank you
