DATA TRANSFORMER AWARDS'25

| NOMINATION GUIDELINES & CRITERIA

Data Transformer Awards 2025

Celebrates the Netherlands' top Data and AI talent across start-ups and enterprises, reflecting the growing impact of data-driven innovation in business.

Self nominate or work with your DTA partner using the award application tool.

The nomination tool opens May 22, 2025 and closes September 25, 2025 – learn more

Introduction

Founded in 2015 by Cognizant, New People, and Lubbers de Jong, the Digital Transformer Awards (DTA) celebrated individuals and organizations driving digital innovation. Notable highlights include Hans Böhm (former Managing Director of Beerwulf and Heineken) receiving the award in 2018, and a distinguished 2019 jury featuring Tjalling Smit (CCO of NS) and Henk Volberda (Professor of Strategic Management & Innovation at UvA).

After a long hiatus, we're excited to relaunch the program in 2025 with fresh partnerships and a renewed focus on data and AI. Introducing the Data Transformer Awards—a platform to spotlight the most impactful data-driven leaders and solutions in the Netherlands.

Who Should Apply We welcome nominations from leaders across startups and enterprises who are leveraging new or recently launched technologies to deliver measurable organizational success. Whether you're in tech, healthcare, finance, or any other sector—if your work is transforming data into impact, we want to hear from you.

Award Recognition Each category will honor both winners and finalists—each representing excellence in data innovation and transformation.

Why It Matters Winning or being named a finalist can:

- Open doors to new business opportunities
- Attract positive media attention
- Boost your visibility and credibility in the market

Important Dates

Nominations Open:
Thursday, 22 May 2025

Nominations Close:
Thursday, 25 September 2025

Jury Day:
Friday, 24 October 2025

Finalists Announced:
Friday, 7 November 2025

Awards Ceremony:
Thursday, 13 November 2025

Data & AI Disruptor Award

(Start-ups & Scale-ups)

This category celebrates the candidate's audacity and agility.

Data & AI Transformer Award

(Large Enterprises)

This category honors the candidate's vision and execution.

Award Criteria Overview

Round 1: Best Project / Use Case (Focus on Output)

Methodology	What innovative methodologies have you implemented in your data and AI projects, and how have they led to successful outcomes?
Collaboration	How do you foster collaboration within your team and with external partners, and can you share a specific instance where this significantly improved a project?
Value	How have your data and AI initiatives created value for your organization or clients, and can you quantify the impact in terms of revenue, cost savings, or other metrics?
Readiness	How prepared is your organization to implement and scale data and AI solutions, and can you provide examples of how you have addressed readiness issues in past projects?
Change Management	How do you manage change within your organization when implementing new data and AI solutions, and can you share a case where effective change management led to a successful project outcome?
Modernisation	How have you modernized your data infrastructure and processes, and can you provide examples of how modernization has improved your operations?
Regulation	How do you ensure compliance with data protection and privacy regulations in your projects, and can you share an example of how you navigated regulatory challenges?

Round 2: Best Role Model (Focus on Outcome)

Impact on Persona's	How has your project positively impacted the key personas involved, and can you provide specific examples of these impacts?
Impact on the Enterprise	What measurable benefits has your project brought to the enterprise, such as increased efficiency, cost savings, or revenue growth?
Impact on the Customer	How has your project improved the customer experience, and can you share any feedback or metrics that demonstrate this improvement?
Responsible	How do you ensure that your data and AI practices are ethical and responsible, and can you provide examples of how you have addressed ethical concerns?
Sustainable	What steps have you taken to ensure the sustainability of your project, both environmentally and operationally?
Governance	How do you manage data governance in your project, and what measures do you have in place to ensure compliance with relevant regulations?
First Mover	How has your project demonstrated innovation and leadership in your industry, and what makes it a first mover in its field?
Speed of Adoption	How quickly and effectively has your project been adopted by users, and what strategies did you employ to facilitate this adoption?

Nomination Process for the Data Transformer Awards (DTA)

Candidates can nominate themselves or be nominated by others via the website: https://www.data-transformers.nl/nomineren.html. Submissions are open from 22 May to 25 September 2025. After 25 September, no further applications will be accepted.

Submission Requirements:

Self-nominations must include:
- A description of the data transformation
- The intended outcome
- A motivation statement
- A brief summary for the initial selection round

Third-party nominations must include:
- A short explanation of why the candidate is eligible
- The DTA team will contact the nominee directly to request additional details

Please ensure all information is accurate before submitting. Once the "Nominate" button is clicked, changes cannot be made.

Selection Process:
- An independent jury will evaluate all entries using Round 1 criteria to select nominees.
- A shortlist of **three finalists per category** will be invited to pitch their case on **Friday, 24 October 2025**.
- Finalists will be announced on **Friday, 7 November 2025**.
- Winners will be revealed at the award ceremony on **Thursday, 13 November 2025**.

Questions? Email us at: nominations@data-transformers.nl

Or visit: https://www.data-transformers.nl/