

AMSTERDAM DATA ACADEMY

AI Leadership Programme

AI adoption starts with leadership. A closed programme for eight founders, directors and senior leaders, built around one real AI challenge of your own. No code, just choices.

Governance
Who signs off, and what exactly are you promising?

People
Who has to work differently, and why would they?

Control
Build, buy or wait, and how much control do you give away?

5 FEBRUARY TO 2 APRIL 2027, AND AFTER

Science Park, Amsterdam · 8 seats, after an intake · intakes in December and January

ONLINE, AT YOUR OWN PACE, BEFORE WE MEET

AI Literacy & Governance

- How AI works
- Governance in practice
- Bias, fairness and transparency
- Data governance and privacy
- The EU AI Act and risk classification
- AI security and shadow AI

DEC OR JAN
Online, 30 to 60 min

INTAKE Choose your challenge

One-on-one. You choose the AI challenge you will work on and we pressure-test it against the AI Strategy Canvas. We also check whether the programme fits you and your case.

You leave with: the question your plan will answer at the final presentation.

FRI 5 FEB
Science Park
13:00 to 17:00

WORKSHOP 1 Governance

Not what the EU AI Act says; you covered that on the learning platform. Which risk category your own systems fall into, where liability actually sits, and how to build oversight that speeds you up instead of freezing you. You design a one-page decision structure: which AI decisions are taken at which level, by whom, and when they escalate.

You leave with: a one-page decision card you would be comfortable showing your board.

FRI 26 FEB
Science Park
13:00 to 17:00

WORKSHOP 2 People

Which three roles this hits hardest, what you are asking of them and what you give back. Then the harder half: who will push back, why they might be right, and what you do about it. Adoption is a leadership problem, not a tooling problem.

You leave with: a roles and skills map, and your approach for the first hundred days.

FRI 19 MAR
Science Park
13:00 to 17:00

WORKSHOP 3 Control

Thirty minutes on the decision frame: agent or workflow, build, buy or wait, and how much control over your own data and infrastructure you hand over with each option. Then you build an agent yourself for seventy-five minutes, so you never again have to take someone's word for what is hard.

You leave with: one call you make now, and one you postpone with a date and a reason.

FRI 2 APR
Science Park
14:00 until late

FINAL Presentation and dinner

Fifteen minutes on your plan, then questions from the group and from the experts who have watched it develop since February. You agree what you will do for each other over the next six months, then we sit down to dinner on campus.

You leave with: a plan that a room of people in the same position has already tried to break.

2027
Science Park

AFTER Three leadership roundtables

The programme does not stop after the final. Choose three roundtables from the 2027 programme. Small groups, senior peers, one theme per session.

Between the afternoons there are three one-hour online coaching sessions on 12 February, 12 March and 26 March. No new material: what moved, what is stuck and what you need before the next afternoon.

YOUR EXPERTS

Each afternoon is led by an experienced expert who also spoke at the AI Leadership Day on 3 September 2026.



Arthur Vankan
Dialogic
Governance · 5 Feb



Joris Merks-Benjaminsen
Leadership trainer, ex-Google
People · 26 Feb



Alessandro Vozza
Volt Datacenters
Control · 19 Mar

Amsterdam Data Academy runs the intake, the three online coaching sessions and the final afternoon, and keeps your case on the table from start to finish.

HOW IT WORKS

Your own case
You pick one real AI challenge at the intake and keep it for the whole programme. At the final afternoon you defend your plan.

Learn from leaders in the same position
Their cases, their mistakes, their solutions. You stay connected afterwards through three roundtables in 2027.

The learning platform
AI Literacy & Governance before we meet, and your homework between the afternoons. Classroom time stays free for working.

Eight at most
Small enough that every case gets real time on every afternoon.

8	4 + 3	€ 2.450	1
seats, after an intake	afternoons + online coaching sessions	per person, exempt from VAT	challenge, yours, throughout

“What is the impact on people, and how do we bring them along?”
Bas Vliegenthart, PwC, at the AI Leadership Day

“What are we allowed to do, and what not?”
Laurent Willemsen, ASN Bank, at the AI Leadership Day

Apply for one of eight seats

After you apply, a 30-minute intake follows in December or January. We look at fit, not at order of arrival, because the value of the room depends on who is in it.

amsterdamdataacademy.com/ai-leadership-track