

THE **IDMA** INSIDER

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FROM THE IDMA DESK



MICHAEL J. MCAULEY
EDUCATION COMMITTEE, IDMA

When recently asked if I was interested in providing the "From the IDMA Desk" write-up for this month's edition of The Insider I was excited to do so and gladly accepted.

Coming directly from the 2022 IDMA Annual Conference in Orlando, which was an amazing event featuring many highly talented and knowledgeable industry professionals from varying backgrounds, my intent was to focus on state data privacy laws. This topic is and will remain front and center for all of us regardless of functional job role and across every industry. Understanding the current status of state data privacy laws should remain a point of emphasis and I plan to support IDMA in working to educate as many as possible on this critical topic with future research, articles, webinars, workshops, forums, etc.

Given the recent natural catastrophes, most notably Hurricane Ian which significantly impacted the southeastern and eastern regions of the US, I have decided to use this opportunity to acknowledge and express IDMA's personal best wishes to all those impacted and encourage everyone, individuals and our organizations, to provide support where necessary and able.



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SIX CONFIRMED STEPS TO SUCCESS FOR A SUCCESSFUL DATA ANALYTICS CAREER SEARCH

BY ANNE MARIE SMITH, PH.D., CDMP, CBIP, ARM
EXECUTIVE EDITOR OF DATAMANAGEMENTU.COM

After spending numerous evenings and weekends learning and coding for more than a year, you finally did it! You've now completed your data science program, earned your shiny certificate...now what? Chances are you were looking to get a job in data when you signed up for the course.

So let's face this, it is time to get a job! The only thing that's standing between you and success is that first data science job offer. But how?

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INFORMATION RISK MANAGEMENT AND DATA MODERNIZATION

BY DAVID LOSHIN
PRESIDENT, KNOWLEDGE INTEGRITY, INC.

In prior articles, we have explored how the drive to migrate applications and data to the cloud have motivated plans to modernize the data architecture instead of just replicating your organization's on-premises system footprint in a cloud platform. However, the same factors that motivate data modernization also expose vulnerabilities within the enterprise with respect to data quality, data protection, data usability, and data governance. We can encapsulate the challenges (and corresponding undesired outcomes) under the banner of "information risk," and this article defines, scopes, and provides guidance for information risk management. By understanding ways to recognize when information risks can impact the organization, it will inform ways of developing approaches to mitigating these risks.

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WHY DATA QUALITY SHOULD BE IN EVERYONE'S OBJECTIVES

BY GLENN EXTON
HEAD OF CUSTOMER BUSINESS ANALYTICS, NATWEST GROUP

Last year, RBS International undertook three key approaches to boost data quality across the organization:

- We added data quality improvement targets into everyone's job goals.
- We instituted a company-wide Managing Our Performance (MOP) exercise, putting a spotlight on improving data quality.
- We introduced a new data quality framework consisting of six pillars, providing a holistic approach to tackle and improve data.

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MANAGING DATA ETHICALLY IS GOOD BUSINESS

BY TOM NOWAK
PRINCIPAL, STRATEGY CONVERSATIONS LLC

There is more to Ethical Data Management than adopting best practices. We are faced with an exponential rise in the amount of data produced by businesses and individuals, which according to the World Economic Forum will rise from 3 exabytes a decade ago to 463 exabytes daily in 2025. This is highlighted in a recent McKinsey Digital post ("Data Ethics: What it means and what it takes" September 23, 2022), which points business managers to look beyond the operational aspects of this tsunami of data, and to embrace systematically the ethical responsibilities of data management.

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ANSWER TO SEPTEMBER 2022 TRIVIA

IDMA will celebrate its 40th anniversary in 2023.

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TRIVIA (WIN \$25)

**What do these gentlemen have in common?
George, Tony, Billy, Neil, Brian, Eric, Pete, Derek, and Stuart.**

Submit your answer to team@idma.org.

A \$25 Amazon.com gift card prize will be awarded to the randomly-drawn person among the first five who solve the question correctly. You may only guess one time. The correct answer and winner's name will be published in next newsletter issue – November 2022 issue.



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