

THE **IDMA** INSIDER

FEBRUARY 2023

FROM THE IDMA DESK



FAROUK YASSINE
EXECUTIVE DIRECTOR
IDMA

Welcome to the February 2023 edition of The Insider. I can't believe we are already in March. The older I get, the quicker time passes. I also can't believe that IDMA will be celebrating its 40th Anniversary this year!

Are you looking for more professional development opportunities? IDMA holds many online webinars, workshops, and throughout the year, and registration for each is as close as <https://www.idma.org/events/other-sponsored-events/>.

We are also holding a virtual seminar on June 14th – “Tools and Solutions to Support Effective Data Management”. A call for speakers is currently open online through March 30th if you wish to propose a session topic.

Planning has begun for the IDMA 2023 annual conference (October 22-24, Philadelphia, PA), and we hope it will be the best conference yet. Please look out for our call for speakers, which we'll be releasing very soon! If you have any ideas or suggestions for the conference or would be interested in helping or conference committee plan the event, please contact us at team@idma.org. We may need to revise this sentence if we include information (graphic) on the June Seminar.

I hope you find the material in this edition informative and useful. If you come across an item of interest, or would like to see something specific covered, please let us know. We are also always looking for and welcome thoughtful articles on data management topics, so please share your thoughtful notes and article with us. On a final note, I'd like to thank each and every person who contributes to the success of IDMA. There are a lot of folks who volunteer their time to develop curriculum and exams, prepare and facilitate training workshops, deal with finances, budgets, marketing, conference planning, etc. Your time and passion to this endeavor is much appreciated! If you wish to learn more about IDMA volunteer opportunities please reach out to me at fyassine@idma.org.

Cheers!

Farouk Yassine



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DATA GOVERNANCE VS DATA MANAGEMENT?

BY LAURA MADSEN
CEO, MOXY ANALYTICS

Organizations that excel at delivering insights through data all have one thing in common: clear boundaries. They know who does what. They also know what provides value to the enterprise. It's easy to assume that every other company does a better job than you, especially when those fancy brochures claim enormous value from data, or you see a speaker at a conference talk about how everything turned around when they joined an organization. But not everyone is doing better than you, and most don't win awards.



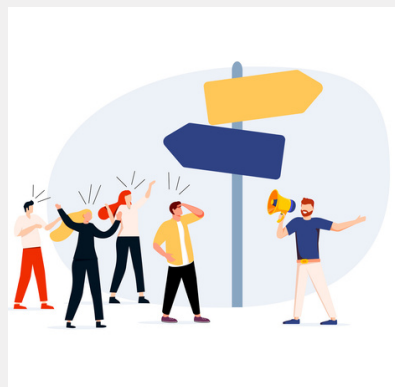
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LEAD CALMLY

BY TOM NOWAK
PRINCIPAL, STRATEGY CONVERSATIONS LLC

"Data is power." So begins a recent PWC November 2022 Governance Insights Center paper entitled Trust, risk and opportunity: overseeing a comprehensive data and privacy strategy. Written from the perspective of, and for, the Board of Directors, the authors argue for a deep dive into the data lifecycle of discovery, protection, minimization and governance. Noting that seventy-six percent of global consumers characterize sharing their data as a necessary evil, PWC suggests that the critical role in governance that Boards of Directors play is to assure that the organization has the appropriate resources – financial and human capital – to deliver on the burden of trust placed by consumers, employees and stakeholders in managing data.

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EIGHT STEPS FOR BUILDING A CULTURE OF DATA-DRIVEN EMPATHY

BY BRIAN SOLIS
VICE PRESIDENT AND GLOBAL INNOVATION EVANGELIST AT SALESFORCE

[Note: This article was first published in the Harvard Business Review in July 2022]

Being a customer-centric organization means more than just acting on the right data. It means acting with data-driven empathy. Data-driven empathy is about humanizing data: bringing personal insights to life in a way that allows you to know your customer beyond the incomplete information that populates traditional systems of records.



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DATA GOVERNANCE IN HYBRID WORK ENVIRONMENTS

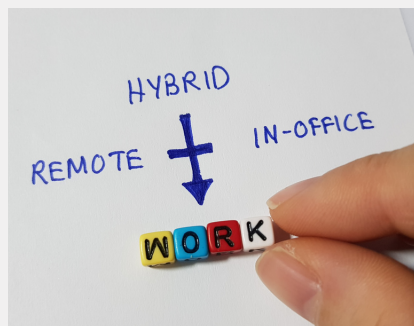
BY KEVIN O'CALLAGHAN
HEAD OF DATA ANALYTICS, TEAMWORKT

Ask any senior leader about organizational challenges these days, and they're likely to mention hybrid work. Ask a data leader, and they may add another twist: data governance in hybrid work environments.

Going rogue at home?

Although people looking for answers in their jobs are constantly creating and referencing data sets, you can add an order of magnitude to the governance complexity when they are using a laptop at home – or worse, a personal laptop at home.

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ASK THE EXPERTS

A Guide to Becoming Data-driven



Listen to the Recording



Deepak Karthikeyan
Associate Vice President -
Data & Analytics
ValueMomentum



Randy Dray
Assistant Vice
President
Pekin Insurance

Listen to the recording of “Ask the Experts: A Guide to Becoming Data-Driven” a webinar to get your questions on data answered! In this audience-driven, panel discussion webinar you will:

- 1. Hear what other insurance business and IT leaders are doing to drive their data strategies*
- 2. Get any questions you have on data modernization, data analytics, data literacy, data governance, and modern data management practices answered*
- 3. Receive helpful tips and recommendations on leading data transformation efforts to drive real change from within your organization.*

IDMA-DMU SEMINAR 2023
JUNE 14TH | VIRTUAL



CALL FOR SPEAKERS AND SPONSORS

- Data Governance
- Metadata Management
- Master Data Management
- Data Quality Management
- Case Studies and tool/application demonstrations

"TOOLS AND SOLUTIONS TO SUPPORT EFFECTIVE DATA MANAGEMENT"

Accepting proposals for presentations focused on data management solutions and case studies that implement relevant tools and applications.

Deadline for submission is March 30th, 2023

SUBMIT YOUR PROPOSALS

events.bizzabo.com/IDMA-DMUVirtualSeminar



CALENDAR OF EVENTS

UPCOMING WEBINARS (FREE AND OPEN TO THE PUBLIC)

March 15, 2023 - *What is a Data Modernization Strategy, and Why do I Need One?* (Registration Open)

IDMA-DMU SEMINAR 2023

June 14, 2023 | VIRTUAL - *Tools and Solutions to Support Effective Data Management*
(Call For Speakers and Sponsors - Submissions Open)

IDMA 2023 ANNUAL CONFERENCE

October 22-24, Philadelphia, PA (SAVE THE DATE)
Call for Speakers - Coming Out in March



**AND THE
WINNER IS...**

**CONGRATS TO THE
JANUARY 2023
TRIVIA WINNER!**

**Alicia Farley
USAA**

ANSWER TO JANUARY 2023 TRIVIA

17 like all three types of insurance data at.

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**TRIVIA
(WIN \$25)**

Mo Sands lives as a hobo, and he has figured out how to make full cigars from discarded cigar butts. He finds that with 5 cigar butts he can make one whole cigar. One month Mo collects 125 butts outside of the local cigar bar. How many cigars can Mo enjoy from these butts?

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 – March 2023 issue.



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CALL FOR AUTHORS - *THE INSIDER!*

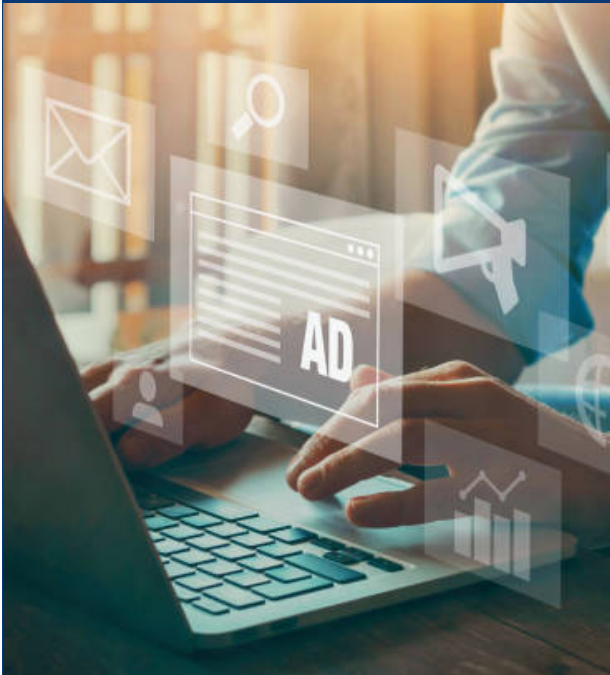
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