

## FROM THE IDMA DESK



**MILDRED MOORE-WHTIE**  
SENIOR MARKETING SPECIALIST  
IDMA

### Embrace the Fun: Elevating Professional Development in Data Management

In the fast-paced world of data management, professional development often takes a backseat to day-to-day responsibilities. But who said learning and growth have to be dull? It's time to inject some excitement into your journey of self-improvement! Let's explore how you can make professional development not only productive but also fun and fulfilling.

1. Start with Purpose: Before diving into professional development, ask yourself: "What do I have to offer the world?" and "What different do I have to offer the world of Data Management?" Recognize your unique strengths and talents and envision the impact you want to make in your field.

2. Set Exciting Goals: Goal setting is crucial for progress, but why not make it exhilarating? Instead of mundane objectives, aim for goals that challenge and inspire you. Ask yourself, "If I were to make goal #1 10x bigger, better, or more, what would it look like now?" Dream big and imagine the possibilities!

3. Plan with Purpose: Break down your goals into actionable tasks and create a roadmap for success. Describe the specific steps you need to take to bring each goal to fruition. But don't stop there—think outside the box! Who in or out of your network could help you complete this goal? Brainstorm a list of BIG ASKS that can catapult you, your goal, or your task to the next level.

4. Make Learning Engaging: Professional development doesn't have to mean boring seminars and dry textbooks. Explore diverse learning opportunities that excite you like our [on-demand online learning platform](#) - IDMA University and our on-line course: IDMA 201: Introduction to Data Management Functions and Tools. Feel free to reach out to us to explore our course for free at [info@idma.org](mailto:info@idma.org). Instead of sticking to traditional methods, venture into new territories that ignite your passion for learning. Consider attending IDMA's [workshops](#) led by industry experts who delve into cutting-edge topics in data management, [webinars](#), or [conferences](#) on cutting-edge topics in data management. Collaborate with peers on challenging projects or join online communities to exchange ideas and insights.



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# THE INSIDER

MARCH 2024

## FROM THE IDMA DESK CONTINUED...

5. Embrace Creativity: Don't be afraid to think outside the box and experiment with new approaches. Incorporate creativity into your professional development journey by exploring unconventional methods. Try gamified learning platforms, participate in hackathons, or engage in hands-on projects that push your boundaries.

6. Celebrate Milestones: Acknowledge and celebrate your achievements along the way. Whether it's completing a course, mastering a new skill, or reaching a significant milestone, take the time to pat yourself on the back. Reward yourself with something you enjoy—a small treat or a fun outing— you can even get your boss and/or team together to celebrate with you – to stay motivated and energized.

Remember, professional development is not just about acquiring new skills; it's about embracing growth, unleashing your potential, and enjoying the journey. So, dare to dream big, pursue your passions, and make learning an exhilarating adventure in the world of data management!

[Learn more about IDMA's professional development program offerings.](#)

*Mildred Moore-White*



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## FIVE WAYS TO ACCELERATE WOMEN'S LEADERSHIP IN DATA CULTURES

BY CHERYL LIN  
FORMER HEAD OF CREATOR GROWTH, EPIC GAMES

There's no question that there have been fewer women in data analytics and engineering leadership than there have been men. In certain industries it can be particularly pronounced. The situation has improved somewhat over the past decade, with early proactive programs like [Girls Who Code](#) and [She Can Code](#) enabling the kind of training and storytelling that helps young women to see themselves in these roles, but still work remains to be done.

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## THE KEY TO REALIZING THE POTENTIAL OF GENAI

BY PAROMA VERMA  
CO-FOUNDER, SNORKEL AI

When GenAI-based chatbots and demos first appeared, they convinced many people that large language models could solve real-world challenges out-of-the-box. However, despite generative AI's potential, trying to use these models for production quickly showed that this was not the case - these models required further development to meet the quality, cost and latency requirements of real-world use cases.

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## DO YOU NEED A DATA SME?

BY ALLEN HILLERY  
ADJUNCT PROFESSOR AT MACAULAY HONORS COLLEGE

What is a Data SME? And why might your organization need one?

As business and data become more intertwined, success for many organizations requires two types of skill sets:

- Data analysts with advanced skills to do data wrangling (transforming raw data into more readily usable formats) and predictive analysis work
- Business analysts who must become more enmeshed in the data/business process but can bring invaluable business context to their projects.

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## STRATEGIC INPUTS: LIFE AND DEATH FOR DATA LEADERS

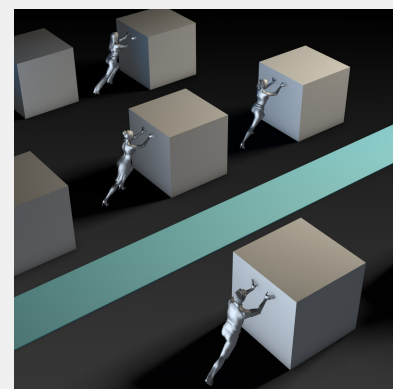
BY COLM O'GRADA  
DIRECTOR OF DATA AND ANALYTICS, TINES

Much has been written about the need for technical skills in data functions. More recently, competencies misleadingly described as soft skills (business acumen, communication, project management, etc.) have received a lot of recognition, too. These things are important, but I've yet to see one of the most critical elements of success - making sure you have the right inputs - get the attention it deserves.

### The right inputs: The foundation of effective data leadership

Every leader needs the right inputs to succeed. Otherwise, they risk working in a vacuum.

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Where was the first IDMA annual conference held? 1. Boston, MA; 2. Jersey City, NJ; New York, NY.

Submit your answer to [team@idma.org](mailto: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 journal issue – April 2024 issue.**



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September 15-17, 2024  
Philadelphia, Pennsylvania

# IDMA 2024

## Annual Conference

### Driving Data Literacy, Culture, and Governance

## Call For Speakers

Submit by April 8th

We're calling for session proposals to enrich our three-day event with your expertise. Share insights, connect with industry leaders, and contribute to discussions on the latest trends in data management and governance. Don't miss the opportunity – submit your session proposal by April 8th, 2024.

### Conference Themes:

- Data Quality Improvement
- The Importance of Data Governance
- Data Literacy - Understanding the meaning behind your data
- Data Analytics - The Power of Data
- AI - Insurance Use Cases
- AI and Data Privacy - Navigating the Regulatory Landscape
- AI and the Importance of Data Ethics
- Redefining Data Management and Governance with AI
- Data Culture - The Concern of AI for Employees
- The Evolution of Data Management Practices
- Talent Recruitment, Acquisition, and Retention

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## CALENDAR OF EVENTS

### WEBINARS

**April 17, 2024** - VIRTUAL - Data Leadership in Action  
([Registration Open](#))

### WORKSHOPS

**May 1-2, 2024** - VIRTUAL - Exploring Strategies for Closing Your Data & AI Skills Gap  
([Registration Open](#))

### ANNUAL CONFERENCE

**September 15-17, 2024** - Philadelphia, PA - Driving Data Literacy, Culture and Governance  
([Call for Sessions Open + Super Early Bird Save \\$500](#))



# Calling All Data Enthusiasts! Share Your Insights in The Insider Journal!

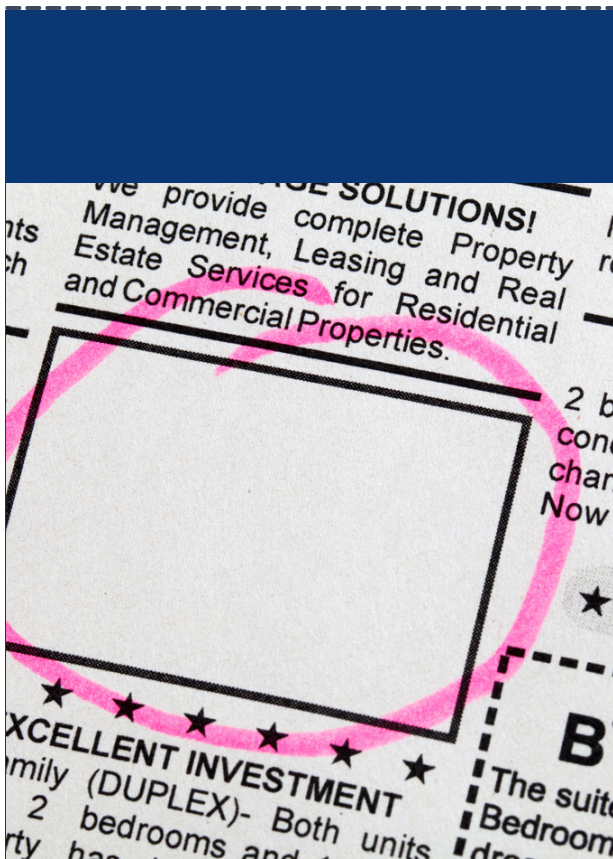
Passionate about data and eager to share your knowledge? Be a part of The Insider, our monthly journal. Contribute an educational article, showcase your expertise, and engage with our community of data professionals.

*The Insider*, distributed monthly, offers valuable insights and the latest trends in data management. We welcome diverse voices with data-centric or IDMA-focused knowledge. Whether an experienced data pro or an IDMA enthusiast, share your unique perspective and establish yourself as an industry expert.

Got an engaging idea on a data-related topic? We'd love to hear! Express your interest in contributing by reaching out to us at [Contact Information]. Let's shape the future of data management and inspire our readers together.

Join us in empowering and educating the data community!

The IDMA Team



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