

TECHNOLOGY TRANSFER PRESENTS

# DEREK STRAUSS

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## CHIEF DATA OFFICER MASTER CLASS

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ONLINE LIVE STREAMING

**APRIL 17-20, 2023**

DUE TO TIME ZONES, THIS CLASS WILL TAKE PLACE IN THE AFTERNOON  
FROM 2 PM TO 6 PM ITALIAN TIME



info@technologytransfer.it  
www.technologytransfer.it

## **ABOUT THIS SEMINAR**

The world of Big Data is right now in a danger zone. There are many technological silver bullets falling out of the sky for us to try out, and it is an exciting time indeed. However, for us to achieve sustainable business value with these technologies we must ensure we are giving due attention to building and maturing our Data & Analytics capabilities.

It is in this environment that the Office of the Chief Data Officer (CDO) plays an increasingly important role. Practically speaking, the CDO is responsible for accelerating enterprise innovation and transformation through strategic management and use of data and analytics.

In 2015, there were just a few hundred Chief Data Officers globally. Since then, over 1,300 Chief Data Officers were hired, bringing the total to over 3,000 - surpassing the number of Chief Digital Officers.

But how do you effectively launch the Office of the CDO? What is needed is an Integrated Capability Framework, bringing together People, Process, Architecture and Technology, and embracing an end-to-end vision for Data & Analytics. Gaps in this Framework, if left unattended, will certainly undermine your ability to derive on-going value from your Big Data investments.

This class provides insight into key considerations for the success of the Office of the CDO - based on the **Gavroshe 7 Streams Play Book for Chief Data Officers**.

### **WHAT YOU WILL LEARN**

- Differentiate the roles of the Chief Data Officer and the Chief Digital Officer
- Understand the options available for the CDO reporting line
- Understand how to turn short-term Big Data wins into sustainable business value
- Understand the Data Marshaling Yard (DMY) - a better version of the Data Lake
- Describe the DMY architecture and how it differs from and complements the Data Warehouse
- Understand how to manage organizational change of both business and technology teams
- Describe measures of success of the CDO role

# OUTLINE

## 1. The Role of the Chief Data Officer - the Remit and the Reporting Line

Should the role of Chief Data Officer report into the CIO or into the CEO or another Business Executive? Should it encompass both Data and Analytics or is it best to focus purely on Data? Is it mainly a strategy role or should it be heavily implementation-oriented? Should the Chief Information Security Officer report to the CDO? Should the role be mainly defensive (compliance with regulations) or offensive (growth oriented; monetizing the Data of the enterprise)?

## 2. Building a Data & Analytics Capability - Why? And Why Now?

“Data & Analytics” should be recognized as a key enterprise capability and should support and enable all the other enterprise capabilities. An Enterprise Capability Map is a good starting point, using overlays to highlight those areas of the business that need the most urgent attention, and enabling the achievement of the highest-ranking business goals. This Enterprise Capability Map in turn should drive the Data & Analytics Capability Map.

## 3. Balancing your Team - Developing the Right Mix of Technological Expertise and Business Knowledge

Should the CDO centralize or federate the Data & Analytics Team?

Establishing a Center of Excellence which incorporates 4 pillars:

- Enterprise Data Governance
- Enterprise Analytics and Data Science
- Enterprise Data Architecture
- Enterprise Data Development

## 4. Ensuring Sustainable Business Value

Beware of putting all efforts into short-term wins and neglecting the longer-term vision. It is imperative to lay the foundation for the ultimate vision and put in all the “plumbing” infrastructure. We need to remember the lesson we learned in the early days of Data Warehousing – we should architect and design for the end state, while delivering short-term wins: failure to do this has led to myriad “islands of information” that could not be readily changed and did not provide long-term business value.

## 5. Developing your Data & Analytics Strategy - Longterm Program with Short-term wins

The Strategy should address several aspects, including:

- Accessible, accurate and actionable data
- A Data Architecture that is flexible and scalable
- Better governance and controls around the data to ensure continuous improvement of enterprise data resources
- Better insights for the Firm and its Clients

## 6. The Gavroshe 7 Streams Playbook – Using Accelerators to Launch your Data & Analytics Program

The successful CDO needs to focus on the 7 Streams

for Strategic Data Management:

- Data Governance – establishing the Data Governance Council, Data Policy and the Data Stewardship process
- Data Architecture – establishing a Data Reference

## Architecture and the Data Modeling process

- Data Asset Development – iteratively plan, design, develop and deliver enterprise-class Data Assets
- Data Quality – profile, map and cleanse Critical Data Elements
- Data Context – develop a Business Glossary and Data Lineage
- Analytics – support implementation of Business Intelligence and Advanced Analytics toolsets and enable Data Science
- Infrastructure – manage the Information Life Cycle of Corporate Data Assets and manage Data &

Analytics Platforms to cater for SMAC (Social, Mobile, Analytics and Cloud)

Examples are provided of Play Cards and Templates, embedded in the Playbook, which can be used to accelerate the creation of the relevant Data & Analytics Capabilities.

## 7. Designing a Robust Long-term Architecture

- What is the Future of Data Warehousing and Data Quality Improvement? Has Big Data made these obsolete?
- What are the drivers for Big Data? For whom are we building Big Data Capabilities?
- Beyond DW2.0 - integrating the tried and tested DW2.0 components with the new Big Data Capabilities, including an overview of the Data Marshaling Yard and modern approaches to Master Data Management

## 8. Data Privacy & Security

The CDO collaborates with the Chief Privacy Officer and the Chief Information Security Officer on these matters.

A good example is General Data Protection Regulation (GDPR), which gives control of personal information back to its individual owners: requiring businesses to capture, control and protect data under strict guidelines that impose hefty fines for non-compliance.

The May 25, 2018 deadline for General Data Protection Regulation (GDPR) may have come and gone, but the compliance journey is only just beginning as firms plan more robust and sustainable solutions that can support a cost-efficient response to data subject access requests and accommodate regulatory change over the long term.

## 9. Data Ethics (especially in the light of AI/ML)

This is an increasingly important focus area for the CDO. “Data Ethics refers to systemizing, defending, and recommending concepts of right and wrong conduct in relation to data, in particular personal data.” Kitchin, R. (2014) The Data Revolution: Big Data, Open Data, Data Infrastructures and Their Consequences

We will discuss:

- Ownership - Individuals own their own data
- Transaction Transparency - If an individual’s personal data is used, they should have transparent access to the algorithm design used to generate aggregate data sets
- Consent - If an individual or legal entity would like to use personal data, one needs informed and explicitly expressed consent of what personal data moves to whom, when, and for what purpose from the owner of the data

- Privacy - If data transactions occur all reasonable effort needs to be made to preserve privacy
- Currency - Individuals should be aware of financial transactions resulting from the use of their personal data and the scale of these transactions
- Openness - Aggregate data sets should be freely available
- Algorithm Transparency - Inclusiveness/exclusiveness of certain sectors of the population based on use of Algorithms

## 10. Managing the Organizational Change

The CDO needs to lead the organizational change, paying specific attention to the following:

- In the Business Community - Data Governance, Analytics and Data Science
- In the Technology Community - Agile Design/Build, Cloud Computing and other modern platforms, balancing Data Security needs with ease of Data Access

## 11. Measuring Success

The CDO must gain organizational buy-in from the start as to how the Office of the Chief Data Officer will be measured. Some approaches are:

- Business Value realization
- Relief from Technology Pain Points
- The Change-enabled Enterprise - making it easier to introduce change

## SPEAKER

**Derek Strauss** Founder, CEO and Principal Consultant of Gavroshe. Former Chief Data Officer at TD Ameritrade for approximately 5 years; was responsible for Data Governance, Data Science & Advanced Analytics, Data Architecture & Management, and Development and Maintenance of Enterprise-class Data Assets.

A career of over 3 decades, mainly in the Data Management and Information Resource Management (IRM) fields. Established Office of the CDO, Data Resource Management, Architecture and IRM Functions in multiple large Corporations. Established and managed numerous enterprise programs and initiatives in the domains of Big Data, Advanced Analytics, Business Intelligence, Data Warehousing, Data Quality Improvement and IRM. Bill Inmon's Corporate Information Factory and John Zachman's Enterprise Architecture Framework have been the foundational cornerstones of the above work.

Served as VP Programs for DAMA SW Ohio. Active member of MIT's Chief Data Officer Roundtable and Forum, and Founding Member of the International Society of Chief Data Officers. Co-authored DW 2.0: The Architecture for the Next Generation of Data Warehousing Inmon, Strauss and Neushloss (Book published 2008 by Morgan Kaufman, Series in Data Management Systems).

# INFORMATION

## PARTICIPATION FEE

€ 1100

The fee includes all seminar documentation.

## SEMINAR TIMETABLE

2.00 pm - 6.00 pm (Italian Time)

## HOW TO REGISTER

You must send the registration form with the receipt of the payment to:  
info@technologytransfer.it

TECHNOLOGY TRANSFER S.r.l.  
Piazza Cavour, 3 - 00193 Rome (Italy)  
Fax +39-06-6871102

## PAYMENT

Wire transfer to:  
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Banca: Cariparma  
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## GENERAL CONDITIONS

### DISCOUNT

The participants who will register 30 days before the seminar are entitled to a 5% discount.

If a company registers 5 participants to the same seminar, it will pay only for 4.

Those who benefit of this discount are not entitled to other discounts for the same seminar.

### CANCELLATION POLICY

A full refund is given for any cancellation received more than 15 days before the seminar starts. Cancellations less than 15 days prior the event are liable for 50% of the fee. Cancellations less than one week prior to the event date will be liable for the full fee.

### CANCELLATION LIABILITY

In the case of cancellation of an event for any reason, Technology Transfer's liability is limited to the return of the registration fee only.

## DEREK STRAUSS CHIEF DATA OFFICER MASTER CLASS

April 17-20, 2023

Registration fee:  
€ 1100

first name .....

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job title .....

organisation .....

address .....

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Stamp and signature

If registered participants are unable to attend, or in case of cancellation of the seminar, the general conditions mentioned before are applicable.

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