

DATA STRATEGY

Jan Meskens

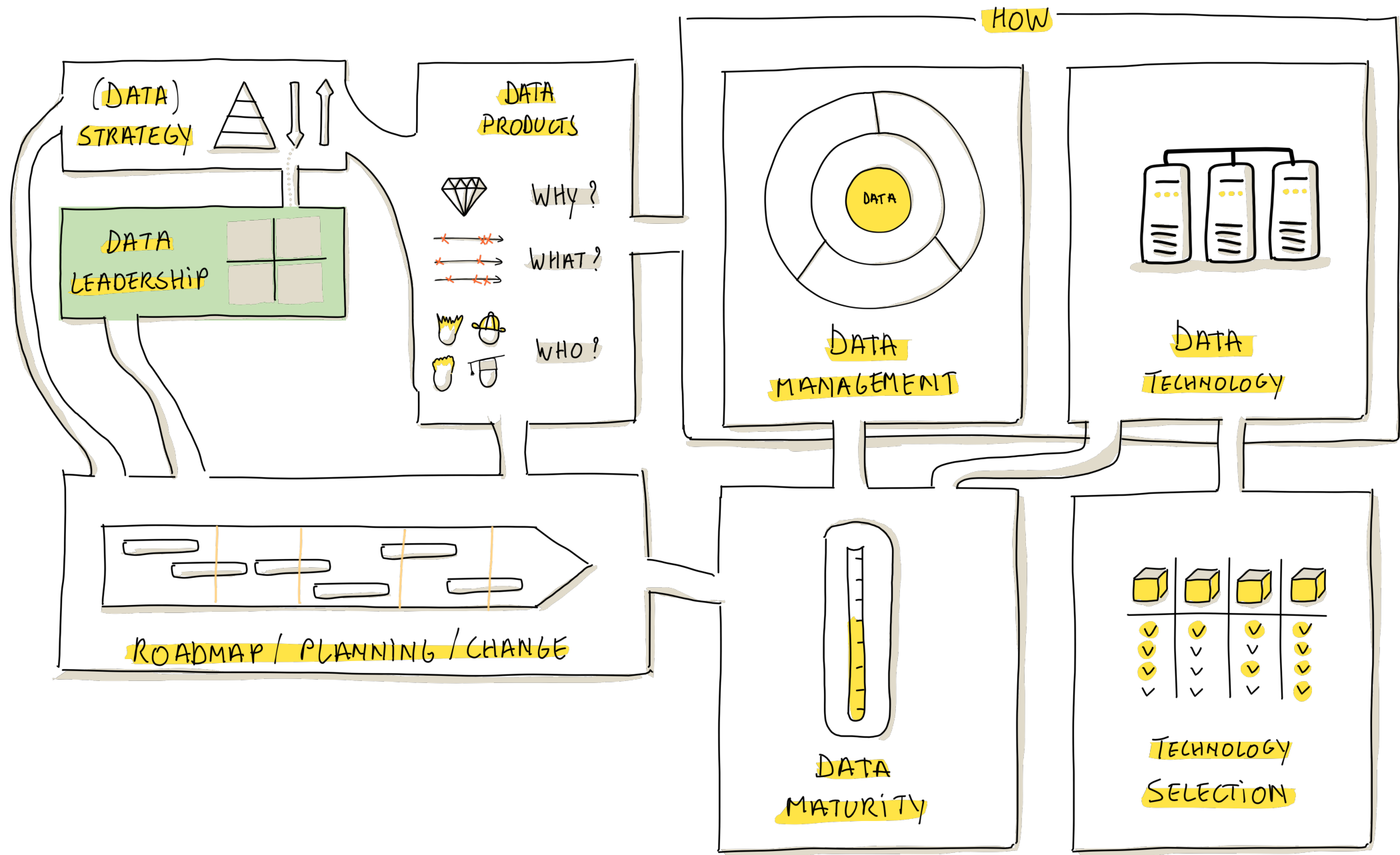
04 – 2024

 SIEVAX  EpicData.

DATA LEADERSHIP



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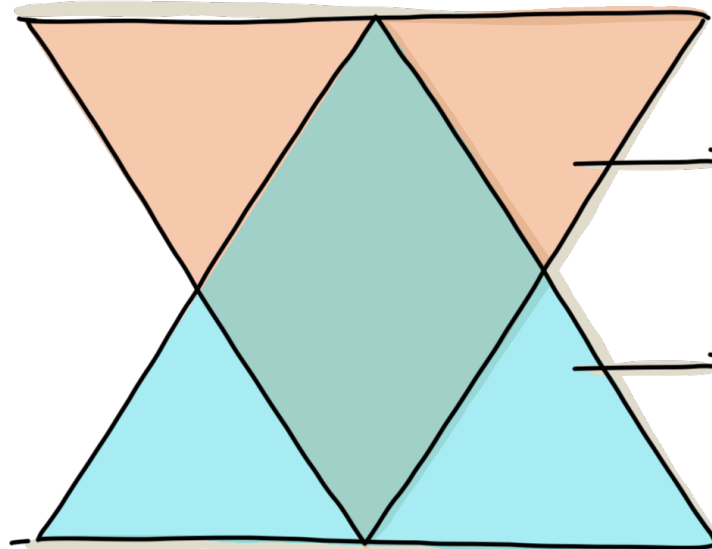


VISION



NORTH STAR

BUSINESS GOALS



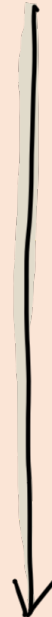
DATA LEADERSHIP

DATA LITERACY

BOTTOM UP

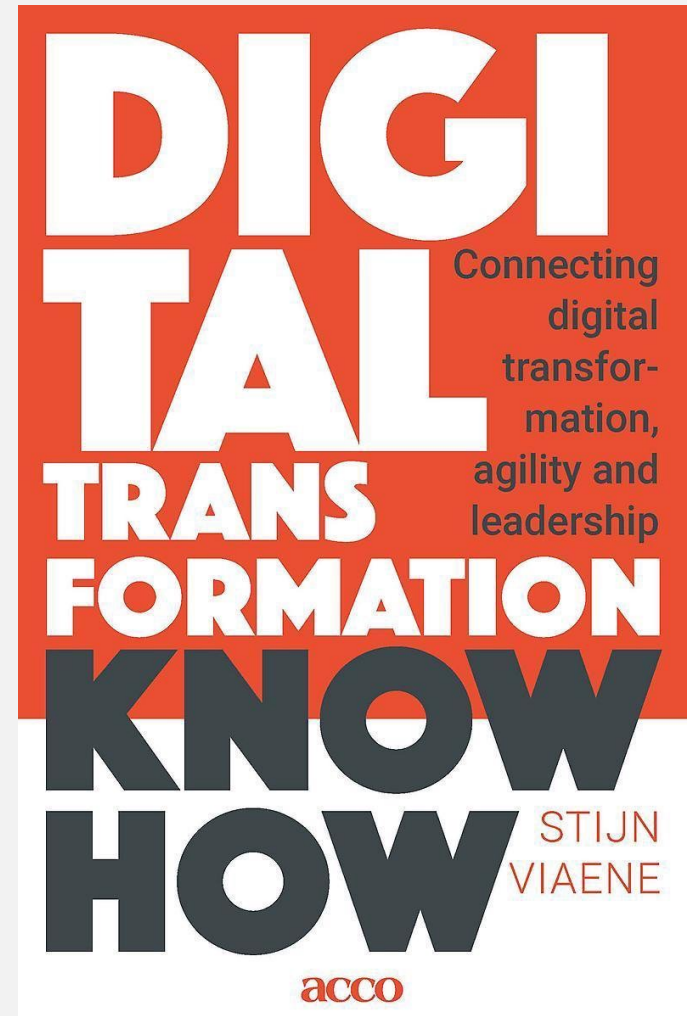


TOP DOWN



Digital Leadership Skills

Inspired by:



Leadership personas enabling digital transformation



CONNECT

people

VOYAGER LEADERSHIP

VESTED LEADERSHIP

ideas

VIGILANT LEADERSHIP

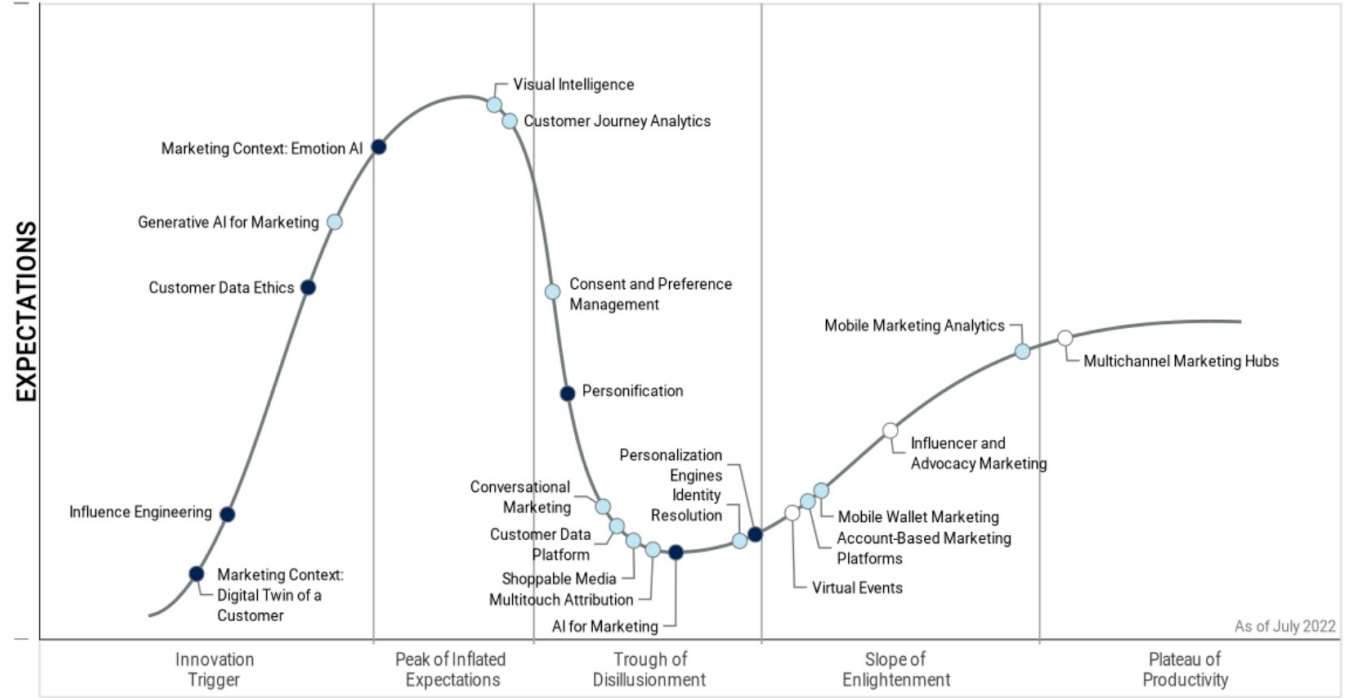
VISIONARY LEADERSHIP

opportunity

capability

DEVELOP

Hype Cycle for Digital Marketing, 2022



As of July 2022

TIME
 Plateau will be reached: ○ <2 yrs. ● 2-5 yrs. ● 5-10 yrs. ▲ >10 yrs. ✗ Obsolete before plateau



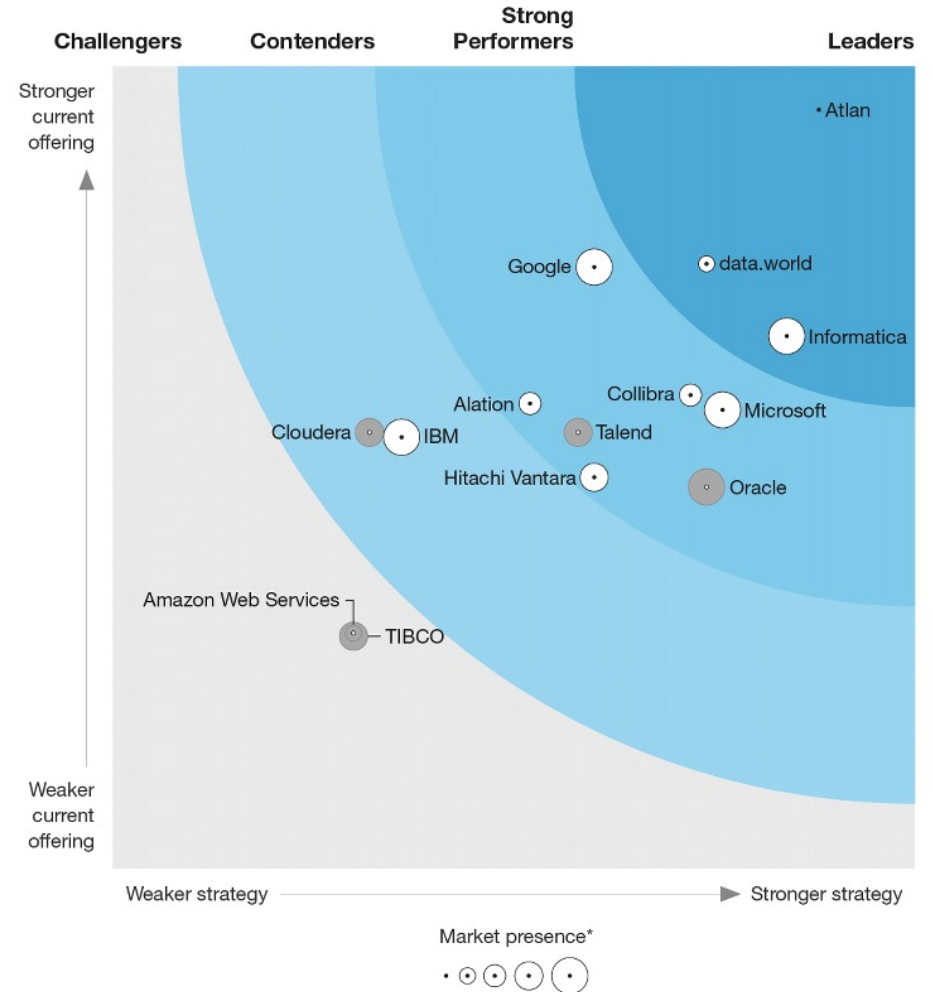
FIGURE 1

Forrester Wave™: Enterprise Data Catalogs For DataOps, Q2 2022

THE FORRESTER WAVE™

Enterprise Data Catalogs For DataOps

Q2 2022



*A gray bubble or open dot indicates a nonparticipating vendor.

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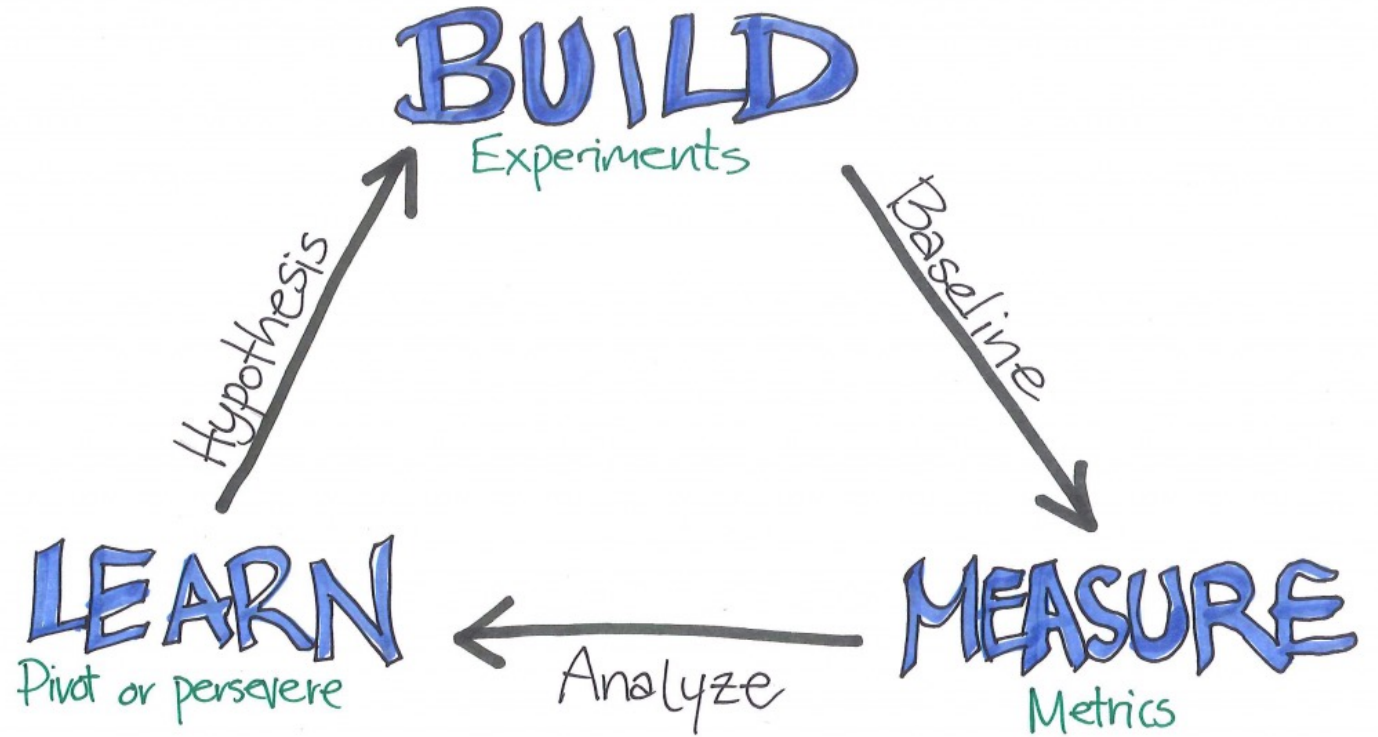
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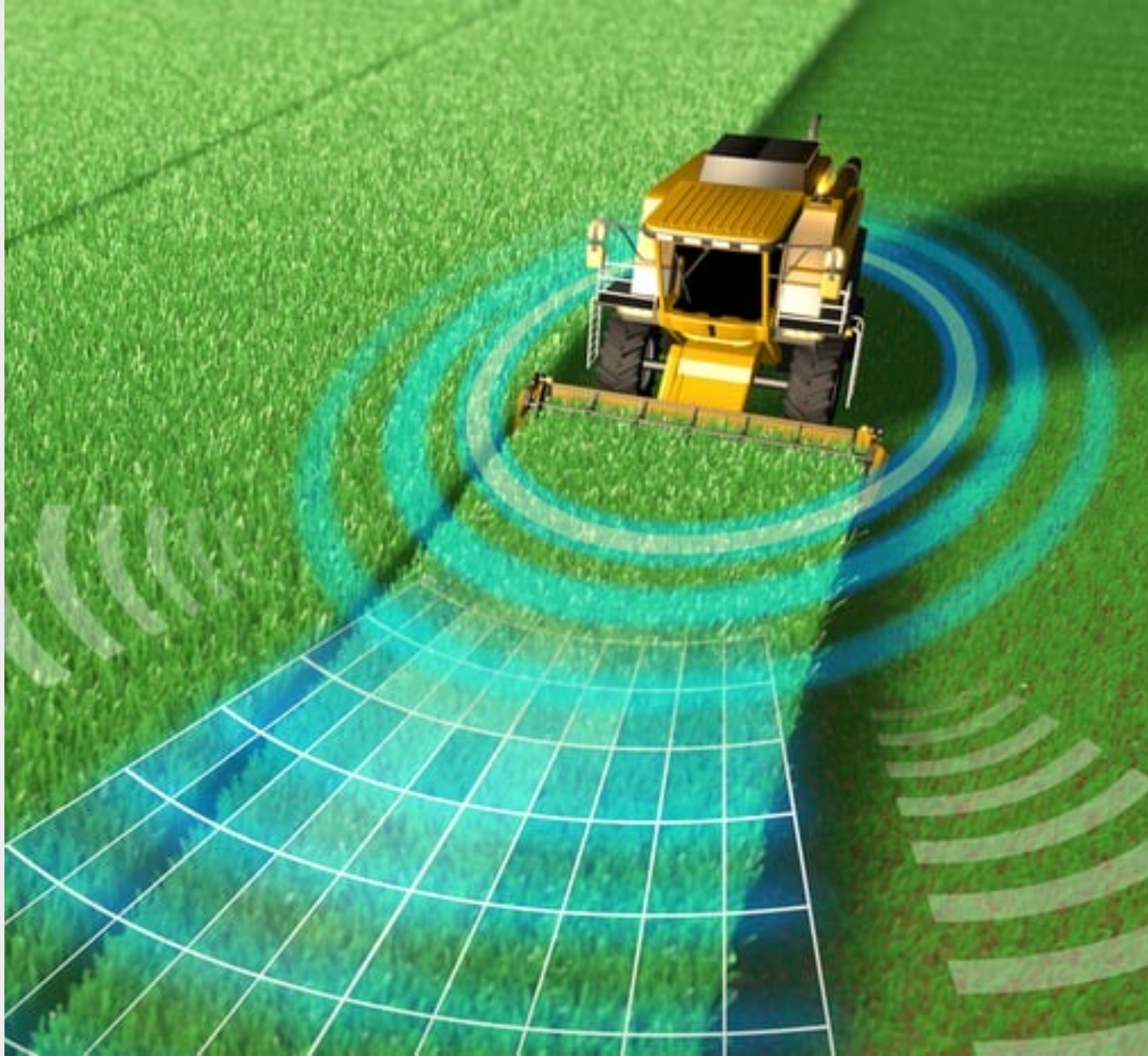
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Sree Sreenivasan, Chief Digital Officer at the New York Metropolitan Museum of Art

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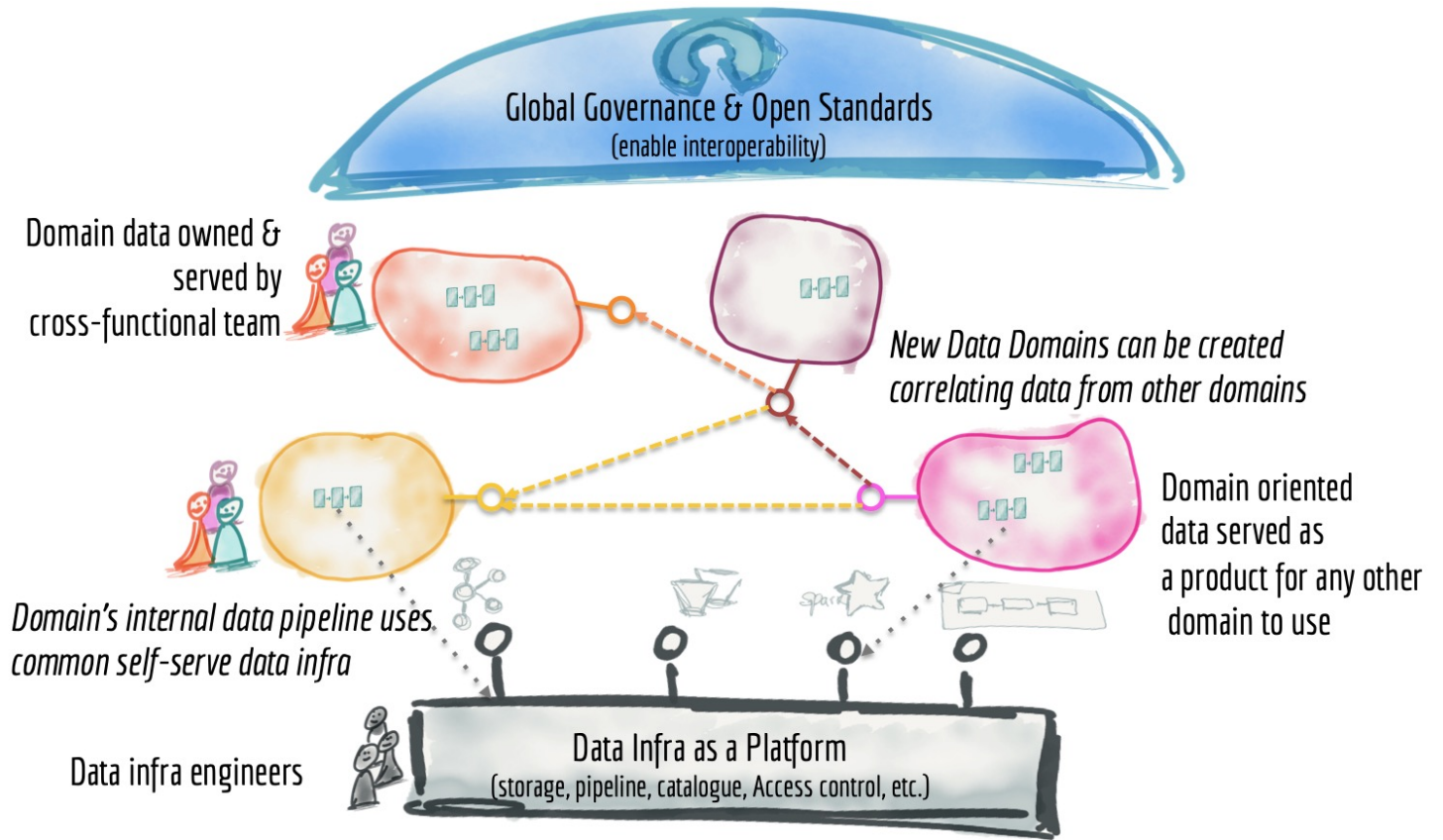
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“A Data Leader...

EXPERIMENTS

TRANSFORMS

INSPIRES

ENVISIONS

*... Organizations to get
Sustainable Value from Data”*



“A Data Leader ...

INSPIRES

**... Organizations about
potential sustainable
data value ”**



**“A Data Leader helps
organizations to ...**

**EXPERIMENT
WITH**

**... Data to learn how to turn
data into sustainable value”**



“A Data Leader ...

ENVISIONS

**... how a company could
evolve using data”**



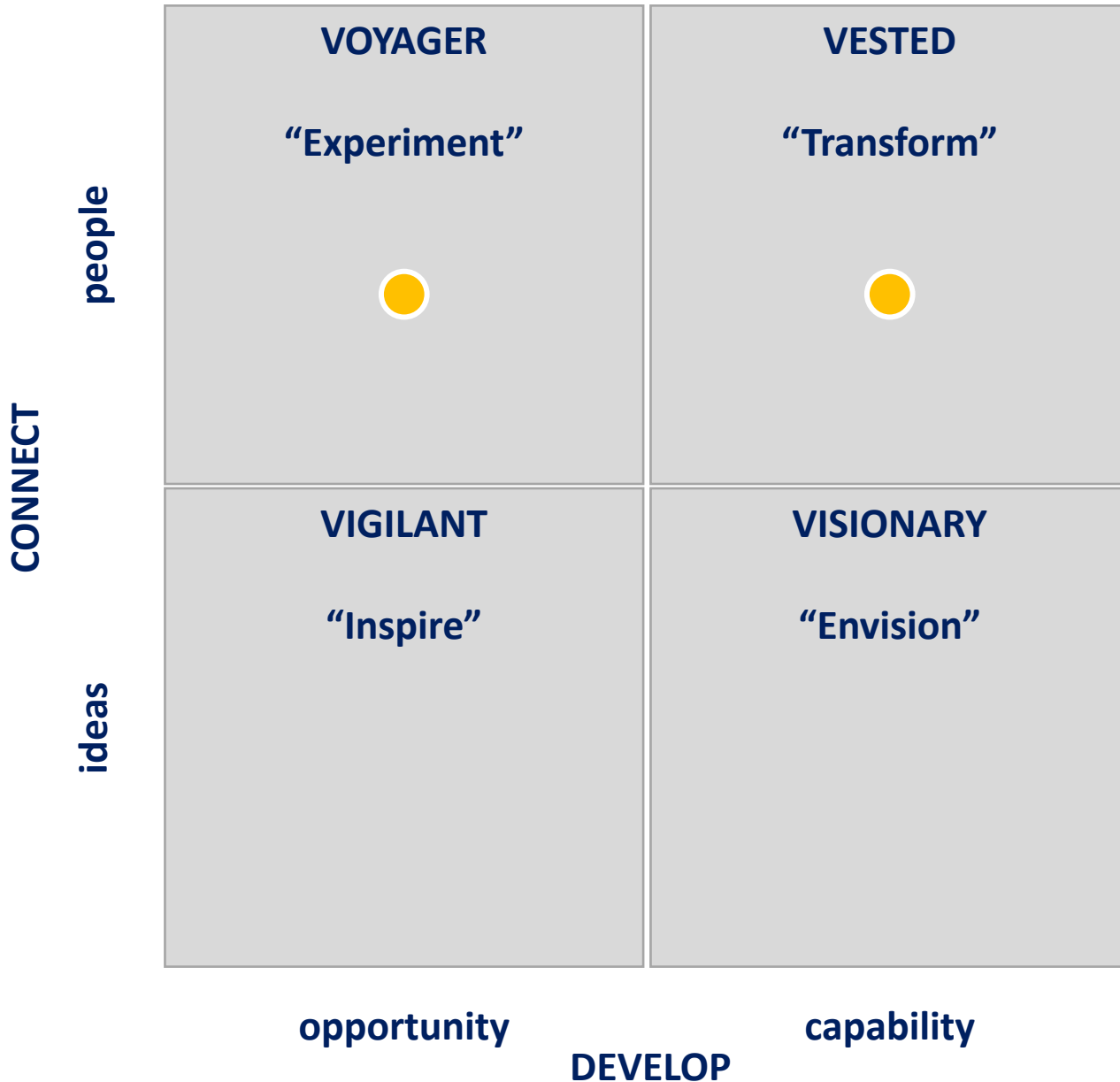
“A Data Leader helps to...

TRANSFORM

**... a company into a data
driven organization”**



EXERCISE: IDENTIFY YOUR LEADERSHIP PERSONA



1. Discuss in groups of 4
2. Come up with one example per leadership persona in your group



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