



**EDM Council  
Women Data  
Professionals**

EDM Council Women Data Professionals presents:

# Evolving business needs: How does business and tech come together?

May 18, 2023

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**EDMConnect** 

The **online** community for EDM professionals



# Today's speakers

Moderator



**Ethel Anderson**  
Head of Data Analytics  
**Google**



**Jennifer Fronzaglia**  
Senior Director, Data  
Management & Services  
**Walmart**



**Eva Ouma**  
Senior Director, Data  
Enablement & Analytics  
**Walmart**

## Co-Chairs for EDMC WDP



**Marla Dans**

- Global Head of Data Governance at Tradeweb



**Dessa Glasser**

- Principal, Data Advisory & Analytics, FRG
- Independent Board Member at Oppenheimer & Co. and GLEIF, Advisory Board, Xoriant



**Andrea Ianniello**

- Former President & Chief Commercial Officer for LMRKT

## Mission

**Provide support for and promote women in the data field and assist in their development and promotion to more senior roles**


- Access to educational material
- Both women and men to exchange ideas, and network
- Highlight and celebrate the accomplishments of women in the data field
- Provide a calendar and information on upcoming events of interest

## Highlights

- Founded July 26<sup>th</sup>, 2019
- Global Leads and Committees
- 2,000+ members
- Active LinkedIn Group and EDMConnect content page
- Global webinar events coordination

# Join the EDMC Women Data Professionals – open to all





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GROUPS & LEADERSHIP FORUMS

## Women Data Professionals


### Advancing the Role of Women in Data Management

Welcome to EDM Council's *Women Data Professionals* Forum. Both our members and guests are invited to participate in this open interest group.

We are excited about this initiative to advance women in our profession and build an active and effective community.

**Our mission**

The mission of the Women Data Professionals group is to provide support for and promote women in the field of data and assist in their development and promotion to more senior roles.



#### Join the Women Data Professionals Forum

ALL are welcome to join and participate – women and men alike.

[Join now](#)



[edmcouncil.org/women-data-professionals/](https://edmcouncil.org/women-data-professionals/)

## Women Data Professionals

*Advancing the role of women in data management*