



**EDM Council  
Women Data  
Professionals**

EDM Council Women Data Professionals presents:

# The Importance of Data Strategy

June 15, 2023

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**EDMConnect** 

The **online** community for EDM professionals



# Today's speakers

Moderator



**Ethel Anderson**  
Head of Data Analytics  
Google



**Jennifer McGhee**  
Sr. Director of Data Strategy &  
Governance  
MFS



**Elizabeth Coffin**  
Data Governance Strategist  
MFS

## 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



The screenshot shows the EDM Council website page for the Women Data Professionals forum. The header includes the EDM Council logo and navigation links: Membership, Frameworks, Training, Engage, Innovation, About, Sign in, and Join now. Below the header, the text 'GROUPS & LEADERSHIP FORUMS' is displayed. The main heading is 'Women Data Professionals'. The content area includes a sub-heading 'Advancing the Role of Women in Data Management', a welcome message, a mission statement, and a 'Join now' button.

**EDMCouncil** Membership Frameworks Training Engage Innovation About Sign in Join now

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*

# Data Careers in Motion



## Jennifer McGhee

Sr. Director of Data  
Strategy & Governance  
MFS

- Jennifer has been with MFS for 15 years, and is in her 3<sup>rd</sup> year of leading the DS&G team, which is comprised of Architecture, Ops, and Literacy.
- Prior to her current role, she gained extensive experience managing CRM platforms (data, development, training, support, etc.)
- Education: Chemical Engineering



## Elizabeth Coffin

Data Governance Strategist  
MFS

- Elizabeth is responsible for building an enterprise-wide data literacy program at MFS, using DS&G as a foundation. This role was created just last year as part of ongoing efforts to increase visibility and education around data work.
- Background in program management & analytics training
- Education: Music/Literature

# Data Strategy Overview

*Why do we need it?*

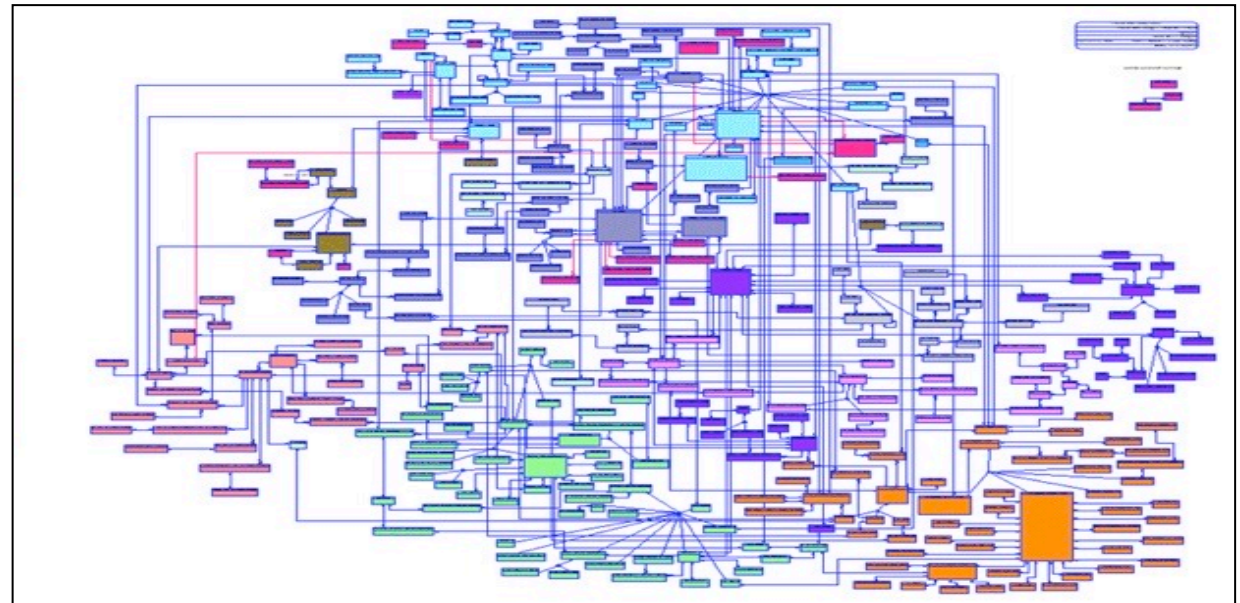
## **Data environments can be messy.**

Without a solid data strategy in place, the environment depicted here would be completely untracked, inconsistent, and unmanaged.

This is particularly important as companies migrate to cloud strategies.

Data strategy helps us map and maintain our data environment.

A sample data domain showing the relationships between elements



# Data Governance Overview

## *The Big Picture*

**Despite the fact that over 85% of the Fortune 500 companies maintain at least two cloud solutions, fewer than one third of those same firms have a formal Data Strategy or budget in place to manage, improve, and safeguard their data environments**

# Data Governance Overview

*Poll*

**Poll: How mature do you feel the data strategy initiative is at your place of work?**

- A. Not at all/don't know
- B. It exists, but it's informal and unsupported
- C. We have goals and objectives, but it's not a major focus
- D. We have a fully realized program with dedicated resources

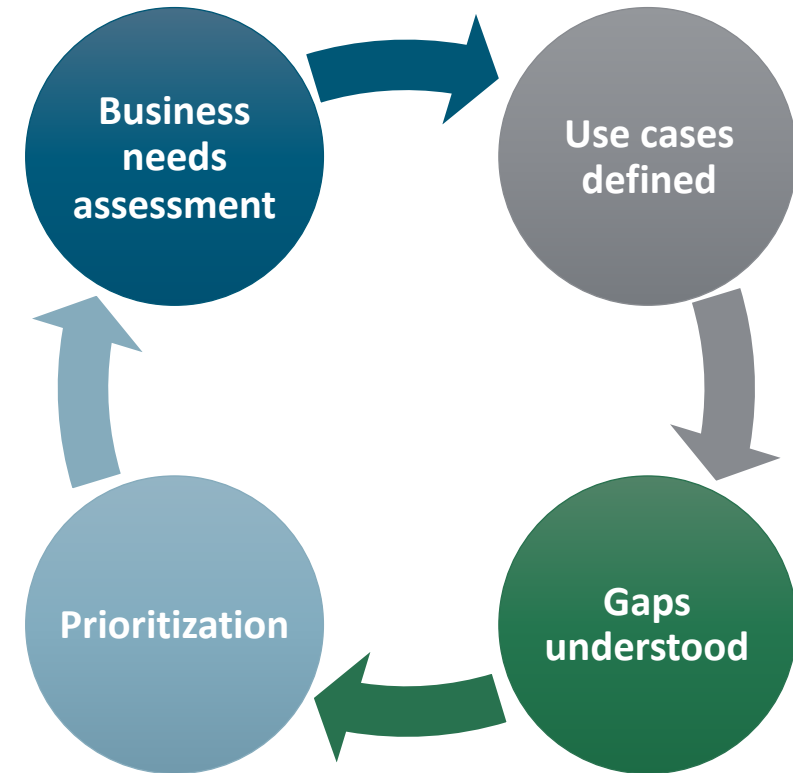


# Data Strategy Overview

*Why do we need it?*

## Data Strategy helps us clarify...

- **Access and availability**
  - Data that is easy to **locate** and **understand**
  - Efficient **access** to new data
  - **Provisioning** flexibility
- **Ownership and accuracy**
  - **Ownership** and **responsibilities** must be clearly defined
  - Data needs to be **trustworthy**
  - Controls are needed to **Secure** and **Protect** data



# Data Governance Overview

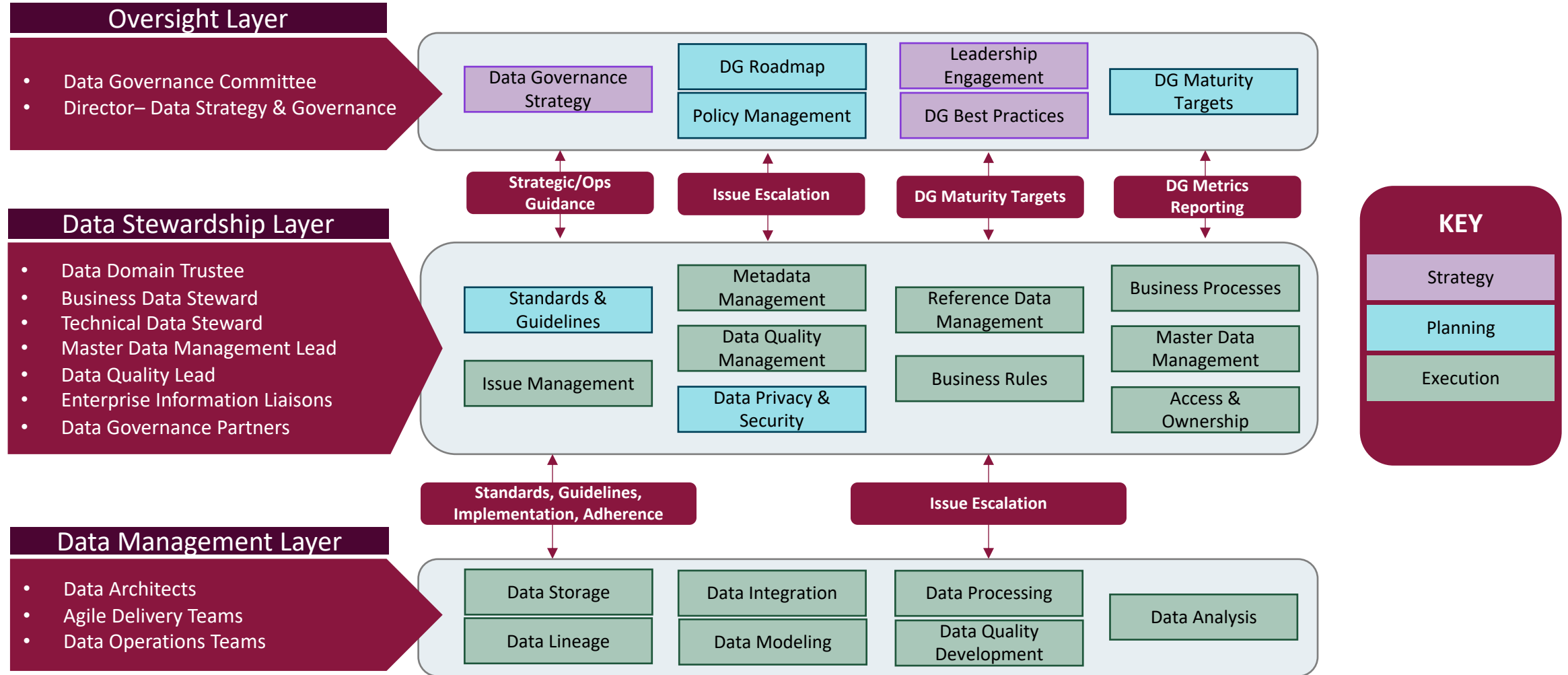
*Poll*

**Poll: What do you estimate the biggest challenge in a Data Strategy program to be?**

- A. Architecture/Infrastructure
- B. Accessibility
- C. Quality
- D. Security
- E. People/Organizational Structure

# Data Strategy Overview

Who is involved?



# Data Literacy

*The importance of programming*

## SUSTAINMENT

Review & Scale

## EDUCATION

Upskilling Cohort programs Training

## COMMUNITY

Governance organization and committees Data “Starter Kit”

## COMMUNICATIONS

Teams Channel Data platforms Quarterly Newsfeed

## RESOURCES

On-demand learning content Data platform Guides Office Hours

## INFRASTRUCTURE

Data Tool Library Departmental Site Data Portal Tours  
Team One-pagers

# Data Literacy

Poll



**Poll: Where do you feel data literacy is most important within your industry?**

- A. Not at all/don't know
- B. For training and education purposes
- C. For legal and/or compliance issues
- D. For innovation and/or process improvement projects

Usage **Data Lineage**

**Data Literacy** Single Source of Truth

Defining Business Data **Stewardship**

**Data Quality** Data Validations

Cataloging and Classifying Data

# Questions/Discussion