



**EDM Council
Women Data
Professionals**

EDM Council Women Data Professionals presents:

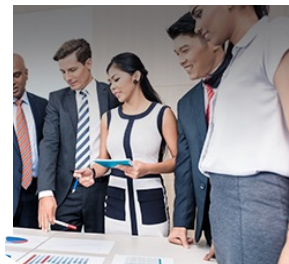
Leading with Data: Strategies for Engaging Business Matter Experts

JULY 23, 2024

Find us on

EDMConnect

The **online** community for EDM professionals



Co-Chairs for EDMC WDP



Marla Dans

- Head of Data Management & Governance at Chicago Trading Co.



Dessa Glasser

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



Andrea Ianniello

- Chairperson of the Board at Genesys Works
- Former President & Chief Commercial Officer for LMRKT

Mission

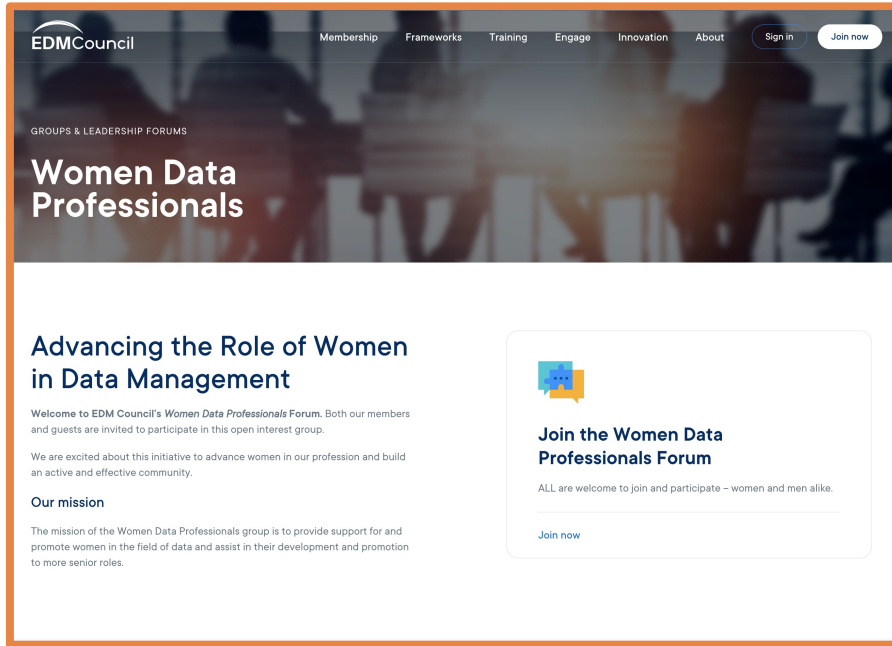
Provide support for and promote women in the data field and assist in their development and promotion to more senior roles

- 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 26th, 2019
- Global Leads and Committees
- 2,500+ 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 page features a navigation bar with links for Membership, Frameworks, Training, Engage, Innovation, and About, along with Sign in and Join now buttons. The main heading is "Women Data Professionals" under the category "GROUPS & LEADERSHIP FORUMS". Below this, the text reads "Advancing the Role of Women in Data Management" and "Welcome to EDM Council's Women Data Professionals Forum. Both our members and guests are invited to participate in this open interest group." It also includes a section for "Our mission" and a "Join now" button.



edmcouncil.org/women-data-professionals/

Women Data Professionals
Advancing the role of women in data management

Today's speakers

Co-Moderator



Anu Maradapu
Manager, Data
Engineering & Analytics,
Data Governance,
American Airlines

Co-Moderator



Kaitlyn Ellsweig
Deputy Data
Director, DNC,
Nevada Coordinated
Campaign



Barbara Cohn
Chief Data Officer,
Senior Consultant,
Xentity Corporation

BUILDING A STRONG, SUSTAINABLE AND ADAPTABLE DATA FOUNDATION



The T.E.A.M. approach to leading with data.

Strategies for engaging business experts, emphasizing trust-building and collaboration:

- Creating a strong data culture
- Fostering the relationship between business and data
- Data is everyone's responsibility
- How to effectively engage business leaders in the data conversation

ACTIONABLE STEPS: T.E.A.M.

T

Trust

- Build trust throughout the organization
- In CDO, In Data

E

Engage

- Engage stakeholders throughout the organization
- Foster collaborations, ensure diverse perspectives are considered

A

Ask Questions

- Ask questions. Be curious and inquisitive. Explore deeply. Listen.
- Understand and identify business needs - challenges, opportunities, goals

M

Meet Organization Where
it Currently Stands

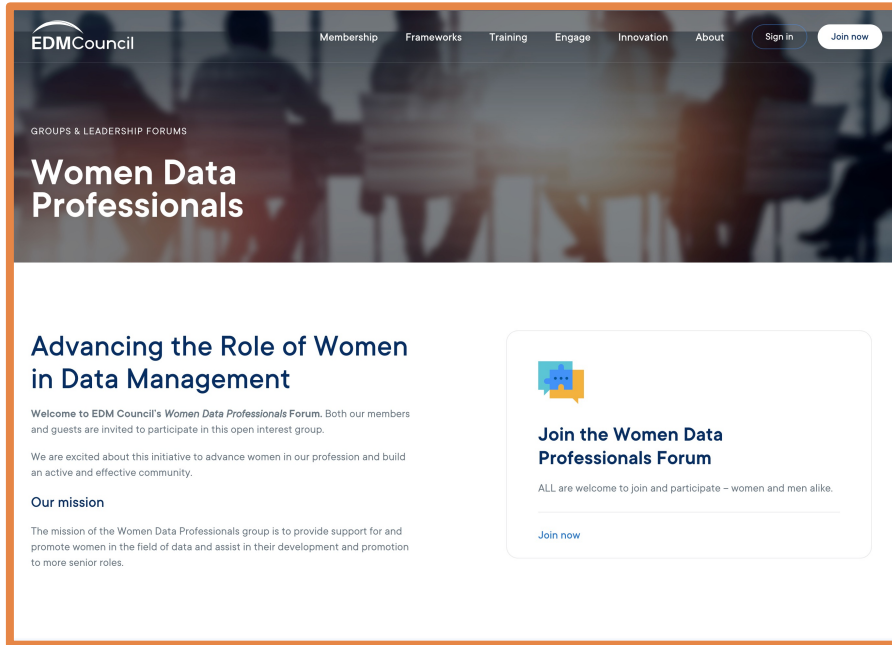
- Meet organization where it currently stands
- There is no one-size-fits-all solution. Tailor approach for success with practical, fit-for-purpose implementation. Leverage existing strengths

Questions?



EDM Webinar 

Join the EDMC Women Data Professionals – open to all



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Women Data Professionals
Advancing the role of women in data management