

# KEYNOTES



**The Chief Data Officer's Quest for Data Quality and Data Governance**  
 Mario Faria  
*Bill and Melinda Gates Foundation*



**Metrics: You Are What You Measure!**  
 Aftab Haque  
*SAP America, Inc.*



**Back of the Napkin Data Monetization**  
 Anne Buff  
*SAS*



**Privacy Engineering and Data Governance**  
 Michelle Dennedy  
*McAfee*  
 &  
 Thomas Finneran  
*IDennedy Project*



The Data Governance & Information Quality CONFERENCE

JUNE 23-27, 2014 | CATAMARAN RESORT HOTEL & SPA | SAN DIEGO, CA

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# TUTORIALS 15 Tutorials to Choose From

The tutorial program offers in-depth, comprehensive education for all levels of experience from novices who are starting a data governance and information quality program to senior team members who are addressing data governance and data quality challenges.

**Data Governance 101: Organization, Roles, Policies, and Processes**  
 David Loshin, *Knowledge Integrity*

**Stewards, Stewardship and the Stewarding of Data**  
 Robert S. Seiner, *KIK Consulting / TDAN.com*

**Governance of the Business Glossary**  
 Lowell Fryman, *Aspen Information Solutions*

**How to Design, Develop, and Implement an Award Winning Enterprise DQ Program**  
 Michele Koch & Barbara Deemer, *Sallie Mae*

**How to Develop ROI and Value of Investment Metrics - Demonstrating and Communicating Success**  
 Eileen Koski, *North Shore LIJ Health System*

**Governing Big Data**  
 Sunil Soares, *Information Asset LLC*

**Ten Steps to Data Quality**  
 Danette McGilvray, *Granite Falls*

**An In-Depth Tutorial on Data Governance Software Tools**  
 Sunil Soares, *Information Asset LLC*

**Using Data Profiling for Proactive Data Quality Improvement**  
 David Plotkin, *EMC*

**Enforcement & Accountability for Compliance & Governance: Metrics, Mind Set & Magyver**  
 Daragh O'Brien, *Castlebridge Associates* &  
 Joy Medved, *ServiceSource*

**How to Develop an Effective Metadata Governance Strategy**  
 Steve Zagoudis, *MetaGovernance Inc*

**Data Quality Strategy and Architecture for Data Governance**  
 David Loshin, *Knowledge Integrity*

**Sustaining Data Governance and Adding Value for the Long Term**  
 Kelle O'Neal, *First San Francisco Partners*

**6 Keys to Shifting Culture for Successful Data Governance**  
 Len Silverston, *Universal Data Models*

**Governing Master Data: A Practical Tutorial Applying Data Governance to MDM**  
 Pablo Riboldi, *LDS Church*

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- How to get started with Data Governance
- How to design an effective Enterprise Data Quality Program
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- Big Data Governance
- Metadata Governance
- Governing MDM
- Data Quality strategies
- ROI and Metrics for Data Governance, MDM and Data Quality
- Glossaries
- Data Profiling
- How to sustain your Data Governance program
- How to overcome roadblocks in implementing Data Governance and Data Quality programs
- Tips on evaluating Data Governance tools
- Best practices

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# DATA STEWARDSHIP SEMINAR

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## A COMPLETE GUIDE TO DATA STEWARDSHIP

Led by: David Plotkin, *EMC*

More and more companies are coming to terms with the fact that they need to have a data stewardship function in order to be effective in collecting metadata (including definitions, derivations, and data quality rules), MDM and data quality. A lot has been said and spoken about why stewardship is important, but HOW do you do it and be effective with limited resources (in the “real world”)?

This seminar details how to set up a data stewardship function, provide training for your stewards, and run the entire stewardship effort - including managing the Data Stewardship Committee. You’ll need help from IT for folks who know the systems and ETL, and this presentation tells you how to coordinate your efforts, including recruiting help from IT for technical stewards, evaluating and installing Data Governance / Stewardship toolsets, and leveraging an IT sponsor.

### ATTENDEES WILL LEARN:

- How to build and staff governance and stewardship organization
- How to recruit stewards and who in the organization is responsible for designating stewards
- What type of person you need in the stewardship role
- What the steward’s responsibilities are
- What the stewardship process looks like
- How to avoid overwhelming stewards when you have a lot of projects
- A list of data stewardship best practices
- How to train your stewards to do what they must do
- What the stewardship maturity model looks like, and how to rank your stewardship effort
- How to incorporate your stewards into the responsibilities of information security

For more information visit:  
[dgiqconference.com](http://dgiqconference.com)

*David Plotkin is an Advisory Consultant for EMC2, working in Enterprise Information Management. He is responsible for leading efforts at client companies to plan and implement Data Governance both as stand-alone efforts and as part of other initiatives such as Data Quality improvement and Master Data Management. He has previously managed Data Governance at an insurance company and managed data quality at two large banks.*

“I loved the conference! I saw some great examples of success. I am encouraged that the “industry” as a whole is moving forward.”  
 — Bill Harenburg, VP Data Integrity, Union Bank

“Once again, this conference proved to be the best conference, better than any other I’ve attended.”  
 — Steve Gehrke, Supervisory IT Specialist, US Railroad Retired Board

Delivering an impressive line-up of more than 30 case studies, The Data Governance and Information Quality Conference provides enhanced opportunities to learn and network with your peers who have developed successful programs.

**Using Data Quality to Advance Data Governance: Nike’s Information Management Journey to Managing Data as an Asset**  
 Teresa Mains & Corby Oliver & Tracy Beekman, *Nike*

**Business Driven Data Governance – Led by Business in Partnership with Technology**  
 Peter Kapur, *The Depository Trust and Clearing Corporation (DTCC)*

**Measuring Master Data Quality**  
 Heather Pittel, *Target Corporation*

**Data Stewardship Staffing Model: Talent, Techniques, & Training**  
 Maureen Spence, *Capital One*

**IQScoring: Establishing a Simple Information Quality Metric, A Useful Technique to Baseline, Monitor, and Raise Information Quality in Your Organization**  
 Rodney Schackmann, *Intel*

**Soft Skills are REQUIRED to Build a “self-sustained” Data Governance**  
 Radhika Madaan, *Kaiser Permanente*

**Success Factors in Executing Data Controls**  
 Xiu-hua McGovern, *Bank of America*

**Data Analytics Improves Data Quality: or Does It?**  
 Katherine Chalfant & John Warren, *US Environmental Protection Agency*

**Successful Global Data Governance-One Small Win at a Time**  
 Mark Nadeau & Mario Rosso, *Schneider Electric*

**Cross-Functional Collaboration to Provide Aligned Business Data to the Enterprise**  
 Lisa Cutler-Farwig, *Schlumberger*

**Data Quality Testing – Whose job is it REALLY??**  
 Sherry Michaels, *The Hartford*

**Setting Up Data Governance in a Non-Data-Centric Environment**  
 Curt McAdams, *CareSource*

**How to Enhance Data Stewardship with a Governance Workflow & Asset Approval Process**  
 Denis Kosar, *Knowledge Masters LLC* & Kevin Shannon, *Standard and Poor’s*

**Extending Asset Management Practices to Information Assets – A Foundation for Successful Information Governance**  
 Duncan Munro, *Seattle Public Utilities*

**MDM and DG as a Business Tool for Data Standardization**  
 Luuk van den Berg, *Cisco Systems*

**Data is the Product – An Industrial Manufacturer’s Journey into Information Quality**  
 Erin Clancy, *Fernco, Inc.*

**Getting Shell’s Product Life Cycle Management Data Process Healthy**  
 Tom Kunz, *Royal Dutch Shell*

**Launching a Data Governance Initiative at Railinc – The First 150 Days**  
 Jose Solera & David Weinberg, *Railinc*

**Strategic Data Governance – Leveraging a Federated Data Governance Model**  
 Kira Chuchom, *Microsoft*

**Supporting Data Governance Through Metadata Management and Data Lineage**  
 Juan Carlos Ore & Dennis Perez, *Scotiabank Peru*

**Integrating Data Governance through a Data Management Assessment**  
 Funmi Balogun, *Fannie Mae* & Melanie Mecca, *CMMI Institute*

**Starting and evolving a Data Quality Program at University of British Columbia**  
 George Firican, *University of British Columbia*

..... And More!

VENUE AND REGISTRATION INFORMATION	Fee if PAID BY May 16, 2014	Fee if PAID AFTER May 16, 2014
<b>DGIQ Conference plus Two Tutorial Days</b> Monday–Thursday, June 23–26	<b>\$1895</b>	<b>\$1995</b>
<b>DGIQ Conference plus Monday’s or Thursday’s Tutorials</b> Monday–Wednesday, June 23–25 — OR — Tuesday–Thursday, June 24–26	<b>\$1695</b>	<b>\$1795</b>
<b>DGIQ Conference Only</b> Tuesday and Wednesday, June 24–25	<b>\$1495</b>	<b>\$1595</b>
<b>Any DGIQ Conference Single Day</b> <i>One day registration for the stewardship seminar is not available</i>	<b>\$845</b>	<b>\$895</b>
<b>DGIQ Conference plus Monday Tutorials and Data Stewardship Seminar</b> Monday–Friday, June 23–27	<b>\$2690</b>	<b>\$2890</b>
<b>DGIQ Conference plus Data Stewardship Seminar</b> Tuesday–Friday, June 24–27	<b>\$2490</b>	<b>\$2690</b>
<b>Any Single DGIQ Conference day plus Data Stewardship Seminar</b>	<b>\$1890</b>	<b>\$1990</b>
<b>Data Stewardship Seminar ONLY</b> Thursday–Friday, June 26–27	<b>\$1495</b>	<b>\$1595</b>
<b>Non-Attendee DGIQ Conference Proceedings Option</b> Includes conference tutorials and conference sessions. Does not include Data Stewardship Seminar Materials.		<b>\$495</b>

\* Registrations received after June 20th will incur an additional \$100 on-site registration fee.

For the agenda and additional information visit: [www.dgiqconference.com](http://www.dgiqconference.com)

Contact: [dataversity@conferenceregistration.com](mailto:dataversity@conferenceregistration.com)

### GROUP DISCOUNTS

Register 2 and your 3rd team member attends FREE!! For every two people from your organization that pay and register for the DGIQ Conference and Monday’s and Thursday’s tutorials or the DGIQ Conference and the Data Stewardship Seminar by May 16, 2014 you will receive a free registration for a team member! You must register the entire team together to take advantage of this offer. Please call 310.337.2616 or send an email to: [dataversity@conferenceregistration.com](mailto:dataversity@conferenceregistration.com) if you need assistance.

### HOTEL DISCOUNTS

Catamaran Resort, Hotel and Spa  
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Arrangements have been made for discounted room rates of \$179 (single/double) per night for conference attendees. These rates are available until May 16 or until the room block sells out, whichever comes first. To make a reservation by phone, please call 1-800-422-8386 (or 1-858-488-1081 for callers outside the U.S. and Canada) and ask for the DGIQ Conference rate.

### ADDITIONAL DISCOUNT FOR:

Members of DAMA, The Data Governance Professionals Organization (DGPO), ECCMA, EDM Council, IAIDQ and IDMA. Contact [dataversity@conferenceregistration.com](mailto:dataversity@conferenceregistration.com) for details.



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