

The Rise of the Chief Data Officer

A Guide for Understanding the New Champion of Data & Analytics



The data explosion has created a demand for a change agent who can unleash the potential of data and turn it into new growth opportunities.

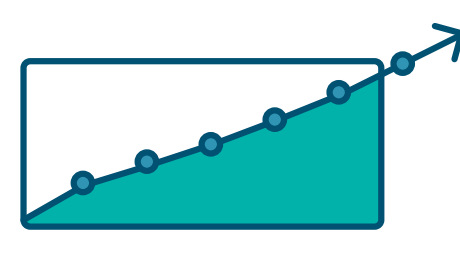
THE AMOUNT OF DATA IS SCALING RAPIDLY...

4.4 ZETTABYTES

of data exist in our digital universe today



Business data worldwide now **doubles** every **1.2 YEARS**¹



Enterprise data volume will grow **50X** year-over-year between now and **2020**²

...AND CREATING SIGNIFICANT CHALLENGES FOR ORGANIZATIONS.



Overwhelming volume and velocity of data



Multiple data sources across the enterprise



Inconsistent, siloed and unsynchronized data

ORGANIZATIONS ARE LEFT TO ASSESS THEIR DATA MATURITY LEVEL...



IT'S THE CDO WHO CAN LEAD WITH DATA-INSPIRED STRATEGY.

ORGANIZATIONS LOOK TO THE CDO TO:



44% Capitalize on big data opportunities



41% Provide a consistent approach to de-risk data driven projects



38% Increase regulation /governance



34% Create a compelling advantage through data³

--- THAT'S WHY CIOS ARE CHAMPIONING THE ROLE OF THE CDO ---



90% say data is changing how they do business

92% believe the CDO is best positioned to define data and strategy

61% want to see a CDO hired within the next 12 months⁴

"THE HOTTEST JOB OF THE 21ST CENTURY"

50% of organizations will have a CDO by 2017⁴



83% don't currently have one in place⁵



42% do have a plan to create a role for a CDO⁶

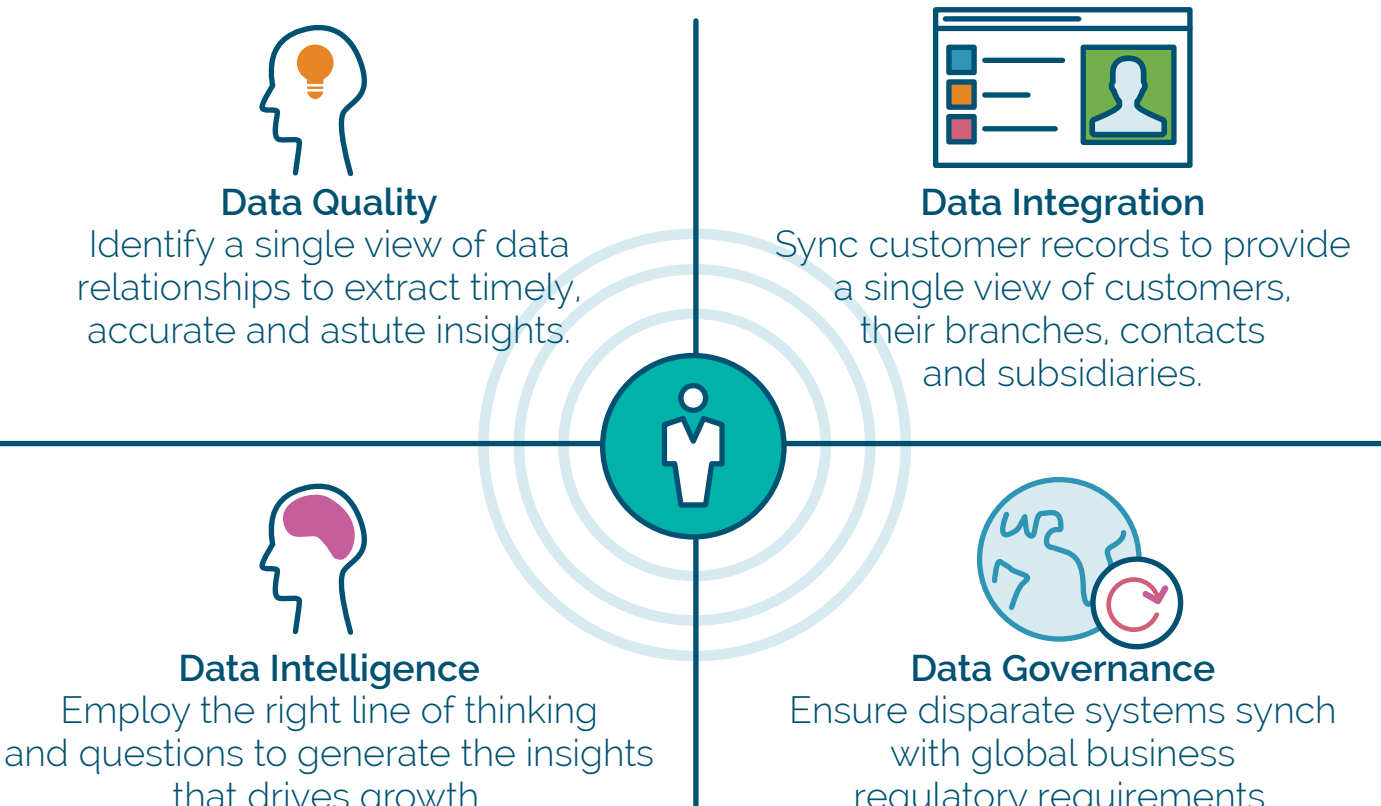


The Chief Data Officer: Champion of Data & Analytics

Mission

Establish enterprise-wide standards and processes to uncover truth and meaning in data that will strengthen relationships and drive opportunities for growth.

Core Responsibilities



Personality

- Astute
- Tech-Savvy
- Collaborative
- Relentlessly Curious

Education

- Mathematics
- Information systems
- Data science
- Computer science

Experience

- Data, NOT database
- Business, NOT just technology
- Exec-level management and decision-making
- IT systems and integration
- Enterprise data management
- Data governance, stewardship and quality
- 10-15 years in the field

In the Organization



Reports to CIO (42%), COO (41%), or CFO (8%)⁷



Horizontal responsibility across the organization
Collaborates closely with CMO, CPO, and CFO



Manages a team of enterprise, information and data architects, data governance managers, business modelers and data developers



The CDO will become a **senior board level position** by 2020



SOURCES

- 1) IBM, 2014 2) IDC, 2014 3) Experian Research, 2015 4) Gartner Research, 2014
5) Dun & Bradstreet Survey, 2015 6) Dun & Bradstreet Survey, 2015 7) PwC Report, 2015