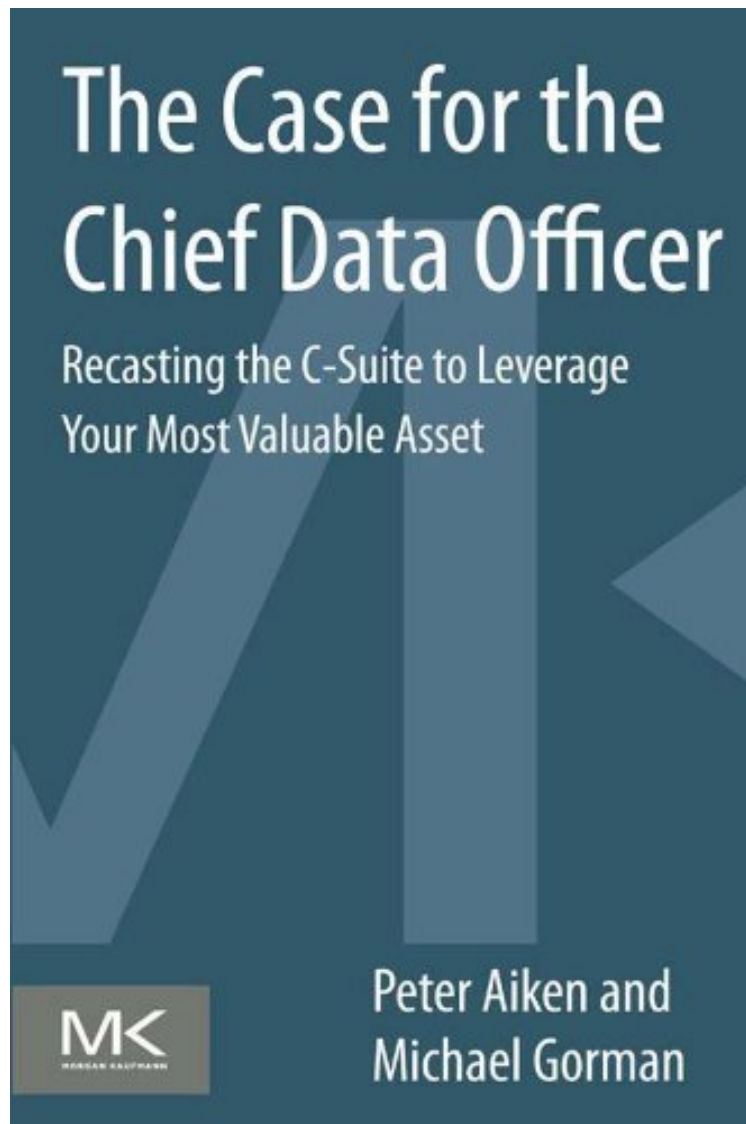


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The Case for the Chief Data Officer: Recasting the C-Suite to Leverage Your Most Valuable Asset

Peter Aiken, Michael M. Gorman
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Peter Aiken, Michael M. Gorman : The Case for the Chief Data Officer: Recasting the C-Suite to Leverage Your Most Valuable Asset before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Case for the Chief Data Officer: Recasting the C-Suite to Leverage Your Most Valuable Asset:

4 of 4 people found the following review helpful. Good read, but could be betterBy JohannThis book makes a good case for the CDO role and puts it into context. However, it is very high level and seems to harp on the fact the CIOs

are overloaded. Above all, it fails to answer many of the questions I had with regards to CDO's and Data management. It comes across as a sales pitch and you get the feeling that only once you hire the author for a consulting assignment the true details will be divulged. I also found the editing to be of a poor standard, too many spelling and grammatical errors. 0 of 0 people found the following review helpful. "The battle ground of business will be data this decade" By Jeffrey Katz "The battleground for business will be data this decade". Meaning, business going forward must make fact based decisions, execute transactions in real time and plan and predict with high levels of accuracy. Data is the "fuel" necessary to accomplish these business functions with high performance. The authors, based on 30 years doing just as described above, offer a concise and pragmatic approach for achieving these aims. Peter Aiken has 30 years experience in the C suite and the concepts are in practice from Deutsche Bank to Walmart. As one can witness above average market returns from these businesses, it would be worth the time spent to learn how these "battles" were won with data at these businesses, gleaming insight on achieving advantage from operational efficiency to precise and actionable facts. 1 of 1 people found the following review helpful. a good first book on this "emerging" realm By Jose Solera Although data management has been with IT efforts since the beginning, it has tended to play second fiddle to application delivery. This book addresses the need for organizing the effort under a CDO. It does a good job of organizing what needs to happen but it would have been extremely useful to have examples. Also some of the figures are not clear enough. Hence 4 and not 5 stars.

Data are an organization's sole, non-depletable, non-degrading, durable asset. Engineered right, data's value increases over time because of the added dimensions of time, geography, and precision. To achieve data's full organizational value, there must be dedicated individuals to leverage data as assets - a Chief Data Officer or CDO whose three job pillars are: Dedication solely to leveraging data assets, Unconstrained by an IT project mindset, and Reports directly to the business. Once these three pillars are set into place, organizations can leverage their data assets. Data possesses properties worthy of additional investment. Many existing CDOs are fatally crippled, however, because they lack one or more of these three pillars. Often organizations have some or all pillars already in place but are not operating in a coordinated manner. The overall objective of this book is to present these pillars in an understandable way, why each is necessary (but insufficient), and what to do about it. Uncovers that almost all organizations need sophisticated, comprehensive data management education and strategies. Delivery of organization-wide data success requires a highly focused, full time Chief Data Officer. Engineers organization-wide data advantage which enables success in the marketplace

"Uncovers that almost all organizations need sophisticated, comprehensive data management education and strategies; Delivery of organization-wide data success requires a highly focused, full time Chief Data Officer; Engineers organization-wide data advantage which enables success in the marketplace."-- InformationManagement.com, May 2013 About the Author Dr. Peter H. Aiken is an award-winning, internationally recognized thought leader in the area of organizational data architecture and engineering. As a practicing data manager, consultant, author and researcher, he has been actively studying these and related areas for more than twenty-five years. He has held leadership positions with the US Department of Defense and consulted with more than 50 organizations in 14 different countries. His achievements have resulted in recognition as one of 2000 Outstanding Intellectuals of the 21st Century and bibliographic entries in Who's Who in Science and Engineering, Who's Who in American Education and other recognitions. He is a professor at Virginia Commonwealth University, Founding Director of Data Blueprint, and part-time Visiting Scientist at the Software Engineering Institute at Carnegie Mellon University. He was awarded the 2001 DAMA International Achievement Award and the Defense Information Systems Agency Career Recognition. He has published five books, including Building Corporate Portals Using XML with Clive Finkelstein (1999, McGraw-Hill) and the best-seller Data Reverse Engineering (1996, McGraw-Hill). Michael Gorman has been involved in IT for over 45 years. He is the Secretary of the ANSI/INCITS Technical Committee on Database Languages, DM32.2 since 1978, co-authoring all SQL standards. Gorman worked for System Development Corporation which, with MITRE and Lincoln Labs invented data management. For the CIO of the U.S. Army he helped develop their data management program including policies, procedures, and seminars. Gorman brought Database Management Systems into Federal Agencies including the Army, Navy, Air Force, EPA, HUD, Commerce as well as State and local governments. He also provided data management consulting to Fortune 100 companies. As CEO of Whitemarsh (www.wiscorp.com), Gorman provides consulting, methodologies, books, workshops and Whitemarsh Metabase, a metadata management system. He has authored numerous books, publishes regularly on The Data Administration Newsletter (www.tdan.com), and has taught at Universities, at DAMA Chapters, and International Conferences.