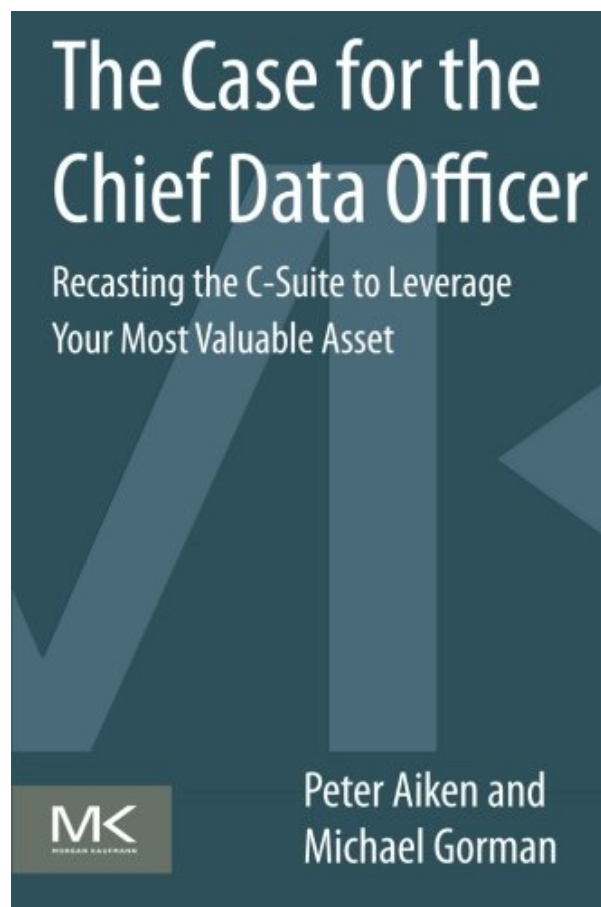# THE CASE FOR THE CHIEF DATA OFFICER: RECASTING THE C-SUITE TO LEVERAGE YOUR MOST VALUABLE ASSET BY PETER AIKEN, MICHAEL M. GORMAN

The Case for the
Chief Data Officer

Recasting the C-Suite to Leverage
Your Most Valuable Asset

Peter Aiken and
Michael Gorman

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"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
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Data are an organization's sole, non-depletable, non-degrading, durable asset. Engineered right, data's value increases over time because the added dimensions of time, geography, and precision. To achieve data's full organizational value, there must be dedicated individual to leverage data as assets - a Chief Data Officer or CDO who's 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 do to 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

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Good read, but could be better
By Johann
This 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 an 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 devisions, 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 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.

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