



**THE 18TH ANNUAL CHIEF DATA OFFICER
& INFORMATION QUALITY (CDOIQ) SYMPOSIUM**
July 16 – 18, 2024 *virtually and physically*
Cambridge Massachusetts, USA

2024 Track Themes

Track	Title	Description
A On-site	Public Sector	The role of governments and the public sector: Many data sharing domains require the collaboration around data not only from private sector companies, but also from public sector organizations. The government in many cases goes beyond its traditional role of just setting the regulatory framework. In healthcare, for example, university hospitals have huge amounts of data to be used for better treatment, personalized medicine etc. and in smart city/mobility initiatives sometimes the local and federal governments become shareholders in data sharing platforms. The interesting global perspective stems from comparing the public engagement in these “for the greater good data sharing” in different places in the world. In China, for example, large data exchanges are built run by public companies (e.g. Shanghai Data Exchange run by Shanghai Data Group), in Europe we see PPP scenarios and joint ventures with both public and private investment whereas in the US there are initiatives driven by individual organizations.
B On-site	Executive Decisions: CDO Strategy Phases	First time CDO, Mid-term CDO, Advanced CDO topics: The strategic decisions a CDO needs to make evolve during the lifecycle of the program and as the organization matures and the business strategy changes. This track will focus on the key strategic and organizational considerations that are important in that lifecycle journey such as 1) getting started 2) getting/keeping CXX sponsorship & funding 3) Demonstrating and measuring value 4) maintaining program momentum post the first few years 5) re-evaluating the data strategy to stay relevant 6) establishing key business stakeholder relationships.
C On-site	Navigating Career Paths and Mastering Skills for Chief Data Officers	As the role of data becomes increasingly crucial in modern business operations, Chief Data Officers (CDOs) have emerged as essential leaders in organizations. CDOs are responsible for driving data-driven strategies, overseeing data management and governance, and leveraging data to create valuable insights for decision-making. Becoming a successful Chief Data Officer requires a combination of education, experience, and a diverse skill set. Navigating the career path from data-related roles to leadership positions and mastering skills like data strategy, governance, leadership, and technology awareness are key to excelling as a CDO. As data continues to play a central role in driving business success, skilled and visionary CDOs are in high demand to lead organizations into the era of data-driven decision-making.
D On-site	Actionable Insights: Translating Data to Actionable Insight for the Enterprise	There is a shift happening from organizations going through digital transformation to enterprises running a digital business. For organizations to succeed in a digital-first world, they need to put data, first. Data-driven decision making requires trust in data and in the analytics that deliver insights into the data. This track will focus on how enterprises are making data available and accessible so that it can be synthesized into information, enabling a data culture with the capacity to learn, and deliver insights at scale.
E On-site	Innovative Research and Startups: Knowledge Fit for Use	Give us trends and investment areas, plus how should CDO’s engage and manage them. Reports from both academia and industry on research and development with the potential to accelerate digital transformation and support the role of the CDO. Of particular interest are technologies designed to automate data management, data governance, data quality, and data analytics at scale, and case studies of successful joint research collaborations among government, academia, and industry.



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<p align="center">F Virtual</p>	<p align="center">Global Issues in Data Management and Data Sharing (Virtual)</p>	<p>Data management and data sharing in global value chains: The automotive industry is a good example for intertwined activities around the global. Multi-national OEMs and 1st tier suppliers need to make sure data standards and practices are adhered to not only in the headquarter and their own business processes but within a complex international value network.</p>
<p align="center">G Virtual</p>	<p align="center">Leadership in Action: Success Stories, Lessons Learned</p>	<p>Learn success stories and lessons learned in strategizing on how to maximize the value of their organization's data and tackling data challenges using industry-leading practices from CDOs and data leaders across various industries.</p>