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We're the confidential, vendor-free membership organization for people leading enterprise data strategy at the world's biggest companies.

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#### **OUR MEMBERS (SO FAR)**

Autodesk, Bell Canada, Canada Post, Charles Schwab, Chick-fil-A, CIBC, Cineplex Entertainment, Constellation Brands, Ferguson Enterprises, Franklin Templeton, Honda Canada, Houghton Mifflin Harcourt, J.R. Simplot Company, Lockheed Martin, Marriott Vacations Worldwide, McDonald's, Navient, Navy Federal Credit Union, Newell Brands, NiSource, Otsuka, Pacific Gas & Electric Company, PepsiCo, Procter & Gamble, Regions, Rogers Communications, Shaw Communications, Sleep Number, Sodexo, Steelcase, T-Mobile, TD Ameritrade, Thrivent Financial, United Rentals, and Zurich North America.

# What our members say:

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“ The conversations we’re having with other big brands in the Data Board are great. It is very valuable being part of this community.

JALDEEP PANDYA, **HONDA CANADA**  
Data Board



“ The Data Board is a great resource. It brings together professionals who are facing the same challenges and provides a platform for open and honest discussion. It also allows me to ask questions of my peers in both an open forum as well as in smaller group or one-to-one sessions.

KENNY METTEL, **UNITED RENTALS**  
Data Board



“ It’s my go-to source of information. All the conversations in the community are easy to digest, valuable, high quality, and strategic.

The Board filters out all of the lower-level, purely administrative topics and keeps it at the programmatic level — just like they said they would.

STACEY CLINE, **GODADDY**  
CSR Board



“ One of the things I love about the conversations is that they’re about challenges I have literally every day. They are always relevant and

pertinent to what I have to figure out in the upcoming weeks.

RAJ SURI, **INTEL**  
Talent Acquisition & Marketing Board



“ As a member of the Data Board, I am impressed with the experience and knowledge willingly shared by all the members during calls.

I enjoy being able to discuss different company experiences and lessons learned regarding current data trends, industry direction, organizational/staffing models, and data tools without vendor biases. In addition, all our meetings and communications are productive, because they are efficiently organized and facilitated by the Board.org staff.

MICHELE KOCH, **NAVIENT**  
Data Board



“ There are no vendors, so we are free to talk with other practitioners and share strategies. It’s very valuable!

ALLISON BROWN, **ABBVIE**  
Talent Acquisition & Marketing Board



“ The Board is such a trusted resource for our field. I love participating on the calls and using the resource center.

The community is extremely helpful and provides a lot of great “back up” for our internal conversations.

MELISSA HAZELWOOD, **FERGUSON ENTERPRISES**  
CSR Board



“ I love the interactions and conversations that include both high level strategy and detailed tactics and results.

CHARLOTTE JONES, **LOCKHEED MARTIN CORPORATION**  
Talent Acquisition & Marketing Board

# It's the missing piece you need.

At a big company, you've got vast resources available. But what you don't have is advice and support from people like you, with jobs like yours, at companies like yours — in a confidential, vendor-free environment.

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## The four big benefits of being a member:

### 1 Actionable advice, on demand, from people who actually have the answers.

- **Real best practices.** Discover the solutions that experienced practitioners really use. Get the confidence and credibility that comes from benchmarking against the best programs.
- **Solve problems faster.** Get answers, when you need them, from people who have already figured it out.

### 3 Risk reduction.

- **Membership is an insurance policy that protects you and your company.** Get help in a crisis, and sleep better knowing you'll never be caught by surprise.
- **When things change, know the pitfalls and the shortcuts before you act.** Someone in the community has already solved it and will be there for you.

### 2 Leadership support you need to run a great program.

- **Engage in management-level discussions.** This is the only place talking about the specific challenges facing the people managing a program — not the tactics of people doing the day-to-day execution.
- **Grow a trusted network.** Build relationships with leaders like you.
- **It's like having a personal advisory board.** There are certain things you can only talk about with other leaders running programs like yours.

### 4 A supportive community that helps you win.

Surround yourself with generous people who understand you and want to help — because we're all in this together.

# No vendors. Leaders only. Confidential. (Yes, really.)

This is a vendor-free community for people like you, with jobs like yours, at companies like yours — and problems like yours.

This is the group for people leading the programs. Members are senior decision makers, along with their inner circle. You'll be talking with people who actually run their program, with experience and knowledge to share. Never find yourself with trainees or up-and-coming staff.

Who's in this group:

- Senior leaders
- Major corporations
- Sophisticated programs

## Every single participant and company is screened. No exceptions.

### No vendors.

Absolutely no vendors will ever be allowed to participate in this organization. No exceptions. As a member, you will never get a sales pitch for anything, ever. There are no sponsors, and we will never give vendors access to you.

### Big companies with sophisticated programs.

Every member company has \$1B or more in revenue, with at least 4,000 full-time employees. The members of this group have sophisticated programs and experience to share. Because the scale they operate on is just like yours, the solutions to the challenges often work for your organization — even when you're in completely different industries.

### Hands-on leaders running the program.

Every member you meet will be a senior leader who's a decision maker with substantial professional experience. They understand the challenges you face and are ready to help.

This community is not a training organization and is not for front-line staff. It's not for people in tactical roles. New hires, people in entry-level roles, and junior staff (even if they're being groomed for a future leadership role) are not allowed.

#### **Qualifications for the Data Board**

##### Individual qualifications:

- Senior decision-makers who have responsibility for their program. Determines strategy, sets policy, controls budgets, selects vendors, hires staff, and manages the team. Minimum title of director (no exceptions).
- Substantial, relevant professional experience. Extensive experience representing your organization in confidential conversations with senior executives at major corporations.
- Subject matter expertise. Able to contribute to high-level discussions on strategy and leadership in this field.

##### Company qualifications:

- No vendors: Major BtoB or BtoC client-side companies only.
- Minimum size: At least \$1B in revenue and 4,000 employees.
- Sophisticated data strategy program: Members must have established programs and knowledge to share.

# We only do one thing: Conversations you can't have anywhere else.

You'll have confidential conversations with a carefully screened group of leaders by phone, email, and in person. Everything is facilitated and designed for busy people. All you have to do is ask.

This is where you ask, "Hey, what are you doing about \_\_\_\_?" You get answers, when you need them, from senior-level people like you. Everything's facilitated, on topic, distraction free, and confidential.

## We talk about the things you can't talk about anywhere else.

We talk about the things that keep you up at night: internal management issues, vendors, unprecedented topics, crisis response, and leadership strategies. (We don't cover the topics you get from other sources — the tactical or basic "how-to" concepts.)

## All you have to do is ask the question.

The five easy ways to start a conversation:

- 1 Come to a meeting.
- 2 Hop on a call.
- 3 Email the members.
- 4 Ask anonymously.
- 5 Talk to the staff.

“ This isn't just another networking group — it's a vibrant community of practitioners where I get peer-to-peer support and an opportunity to shape the future for my company.

NESTOR PORTILLO, MICROSOFT

## These conversations are better:

- You choose what we talk about, when you need it.
- Everything is on demand, in real time.
- All the answers come from practitioners.
- Variety of companies, industries, and perspectives.

## We set up the conversations.

The four ways members help each other:

- 1 **Fast Feedback:** Post a question, get an answer by email.
- 2 **Community Calls:** Facilitated phone discussions on deep issues.
- 3 **Board Meetings:** Face-to-face connections and confidential conversations.
- 4 **Direct Discussions:** We introduce you to a member who can help.

“ The conversations we're having with other big brands in the Data Board are great. It is very valuable being part of this community.

JALDEEP PANDYA, HONDA CANADA

# This is not like other groups. This is a completely different experience.

Our members participate in many other groups, but they join this community because it's very different — and very complementary — to those experiences.

- 1 No vendors.** We don't allow vendors to access our community. We don't even accept sponsorships.
- 2 Big companies only.** No small businesses, job seekers, or salespeople. Only big companies with programs like yours.
- 3 Leaders only.** This is the group for people leading the programs. Members are senior decision makers, along with their inner circle.
- 4 Confidential.** There are certain things you can only talk about with leaders like you — knowing your conversations are completely private.
- 5 Strict qualifications, no exceptions.** We screen every company and every individual.
- 6 Conversations you can't have anywhere else.** We talk about the specific strategic challenges facing senior leaders — the things that keep you up at night.
- 7 Answers come from practitioners who actually have the answers.** No theoretical solutions. Just real, practical advice directly from your peers.
- 8 Everything is managed by a team of full-time, professional facilitators.** We take care of everything and remove all the distractions.
- 9 Never an upsell.** This isn't a community designed to sell you something else. As a member, you will never get a sales pitch for anything, ever.
- 10 Efficient and easy.** It's designed for busy leaders. Get answers on demand — much faster than your other resources.



“ This community gives me great peace of mind knowing I can reach out to a large group of professionals with diverse backgrounds, experiences, and skill sets at any time about a variety of topics and get responses and perspective almost instantly.

ANTHONY JONES, **ROCKWELL AUTOMATION**



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KENNY METTEL, **UNITED RENTALS**



“ As a member of the Data Board, I am impressed with the experience and knowledge willingly shared by all the members during calls. I enjoy being able to discuss different company experiences and lessons learned regarding current data trends, industry direction, organizational/staffing models, and data tools without vendor biases. In addition, all our meetings and communications are productive, because they are efficiently organized and facilitated by the Board.org staff.

MICHELE KOCH, **NAVIENT**

# A high-value membership for you and your leadership team.

This is an all-inclusive membership. We'll never upsell you. You only pay membership dues and registration fees for meetings you attend.

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## Deliverables:

- Team membership includes a seat for your senior-most leader and their inner circle. You can add and remove people throughout the year.
- Two seats at every Board Meeting.
- Facilitated weekly member calls on key issues.
- On-demand Q&A by email.
- Real-time support when making vendor decisions.
- Archives of recordings of past member calls.
- Searchable database of past discussions.
- Alerts of breaking news and critical information from members.
- Reduced risk through collaboration and advice on strategic decisions.
- 1:1 introductions to other members.
- Amazing service and support from a team of professional facilitators.

## You'll get significant ROI from your membership.

- **Information value:** Detailed answers, when you need them, with no additional subscription or consulting costs.
- **Control vendor cost and risk:** Find the right ones, avoid mistakes, and manage them better.
- **Learning and development:** Keep your team trained and informed through our all-inclusive, high-value, real-time information — plus an archive.
- **Research and consulting:** Save every time you would have bought a report or hired a consultant.
- **Conferences:** Replace expensive and lengthy conferences with our fast and affordable Board Meetings.

### A great experience delivered by a professional community management team.

Our professional, full-time staff are specialists in facilitation and community management. Your experience isn't managed by volunteers or moonlighting editors, event planners, or consultants.