



The Chief Data Officer's Playbook

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Description

This fully revised and updated edition of the bestselling *Chief Data Officer's Playbook* offers new insights into the role of the CDO and the data environment. Written by two of the world's leading experts in data driven transformation, it addresses the changes that have taken place in 'data', in the role of the 'CDO', and the expectations and ambitions of organisations. Most importantly, it will place the role of the CDO into the context of a c-suite player for organisations that wish to recover quickly and with long-term stability from the current global economic downturn.

New coverage includes:

- the evolution of the CDO role, what those changes mean for organisations and individuals, and what the future might hold
- a focus on ethics, the data revolution and all the areas that help readers take their first steps on the data journey
- new conversations and experiences from an alumni of data leaders compiled over the past three years
- new chapters and reflections on being a third generation CDO and on working across a broad spectrum of organisations who are all on different parts of their data journey.

Written in a highly accessible and practical manner, *The Chief Data Officer's Playbook, Second Edition* brings the most up-to-date guidance to CDO's who wish to understand their position better; to those aspiring to become CDO's; to those who might be recruiting a CDO and to recruiters to understand an organisation seeking a CDO and the CDO landscape.

Author

Caroline Carruthers is a data expert and co-founder of data consultancy firm Carruthers and Jackson. She was one of the first women to take on the role of Chief Data Officer in the UK public sector for Network Rail. Caroline has authored several best-selling books on the role of data in organisations and now consults with public,

private and charity sector organisations on how to get the most out of their data.

Peter Jackson is co-founder of Carruthers and Jackson and Director, Group Data Sciences at Legal and General. Previously he was Chief Data Officer at Southern Water and prior to that Head of Data at The Pensions Regulator (TPR), which regulates the pensions and automatic enrolment in the UK. Before joining TPR Peter spent 17 years providing data strategy consultancy across the not for profit sector, financial services and FMCG, working with large multi-national organisations and blue chip brands. Peter is a specialist in Data Strategy, Data Technologies, Master Data Management Strategies, Data Governance Frameworks, GDPR and Data Science Strategies. Peter is the co-author of *The Chief Data Officer's Playbook* (2017) and *Data-Driven Business Transformation* (2019). He is an international speaker on Data, Innovation and business transformation.