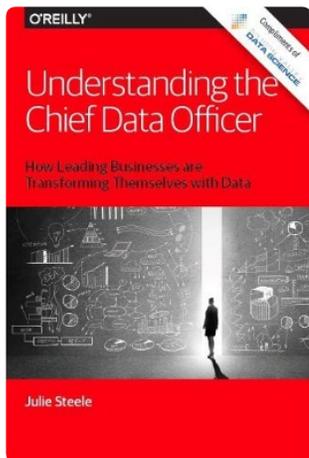


# Do You Need a Chief Data Officer? New Report Can Help You Decide

Author examines the functions of a successful CDO and shares advice from seasoned executives

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MOUNTAIN VIEW, Calif., Feb. 13, 2015 /PRNewswire/ -- To manage today's flood of available data, a number of high-profile corporations have adopted a new position in addition to existing CTOs and CIOs: the Chief Data Officer, or CDO. In this report, published by O'Reilly Media, Julie Steele of Silicon Valley Data Science provides a clear, concise look at how CDOs view their nascent role in organizations such as Wells Fargo, Samsung, the Republican National Committee, Allstate, Seattle Children's Hospital, and the Federal Reserve Board.

Although there are as many CDO implementations as there are organizations that employ them, some distinct patterns have emerged. This report presents a picture of the current landscape, as well as guidelines and best practices for those considering adding a CDO role to their own company.

The whitepaper is now available at [svds.com/CDOreport](http://www.svds.com/CDOreport) (<http://www.svds.com/CDOreport>). Steele will make a series of appearances to discuss her findings, including at O'Reilly Media's Strata conference on big data, Dataversity's "The Executive Guide to Data Strategy" webinar, and DM Radio's "The Chief Data Officer—A New Leader for Data Management?" broadcast. At some appearances, SVDS leaders may join her to explain how their client experiences bear out the best practices laid out in the report.

### **About Silicon Valley Data Science**

Silicon Valley Data Science is a consulting firm specializing in business transformation through data science and engineering. We are a company of experienced software engineers, architects, data scientists, strategists, and designers with expertise in data-driven product development and experimentation. We work in holistic teams trained in strategic and agile approaches: whether you're using your data to understand your customers or build new go-to-market offerings, we help you align each project with your business objectives so that together we can create meaningful capabilities and capture value early and often.

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