Managing data as an asset
Most companies consider data as a strategic asset, but they hardly manage it as such. This short program introduces principles and methods of data management covering data assets, data quality, data governance and data life cycle. This will empower organizations to create the data culture strategically needed nowadays.

**RECOGNIZE**

Identify the data assets of a company and critically assess methodologies to measure its quality and value.

Define the roles and responsibilities, interconnections and processes for data in the organization.

Discuss and reflect on approaches for achieving the mindset shift around data in Data-Driven Enterprises.

**PREPARE**

(Future) Chief Data Officers (CDOs), senior managers and executives who are launching data initiatives.

Business intelligence (BI) and data managers, data engineers and data architects who want to manage successful data-driven transformation.

Data champions and executives in business lines (HR, Marketing, Operations, ...) who want to become more data and analytics-savvy.