

business
of data

*The Business of Data
Advisory Board*



INTRODUCTION

The importance of having a diverse set of perspectives incorporated into data and analysis is undisputed. In an ever increasingly connected and global world, where the adoption and scaling of data science services, such as predictive analytics, artificial intelligence (AI), and machine learning (ML), across all industries is proliferating at an ever increasing rate, a diverse representation across the data and analytics domains is all the more significant.

Business of Data is a platform that draws on thought-leading insights from our network of data and analytics leaders. We strive for high-quality and forward-thinking content, and know that we are only as smart as the company we keep! We are therefore forming an advisory board formed by senior Data & Analytics professionals who we can use to test content ideas, gauge the value of new trends and spot the topics that most concern our audience. The role of this community is to support the development of our content with vision, guidance and advocacy.



THE ADVISORY BOARD

The Advisory Board will be formed by up to 20 senior Data & Analytics members from a range of backgrounds, industries and enterprises.



This group will meet (virtually) every quarter to debate the most important topics in business, data and analytics, discuss upcoming content, reports and contributions – as well as taking a proactive approach planning ways to involve and garner insights from a wide range of contributors.

In addition to these quarterly meetings, Advisors will be encouraged to be advocates for the platform, as well as making recommendations for content contributors.

NOMINATION PROCESS

The Business of Data will open a nomination process; you will be able to nominate yourself or another executive, based on the criteria set out below. The Nominee must:



- Currently hold a senior role (Director+) within the data/analytics function of a company.
- Provide appropriate and compelling reasons for joining such an Advisory Board, filling out the full nomination form.
- Be willing to share thoughts, views and contributions in an unfettered manner.

The nomination process will open for a month, and will accumulate in an interview process with the Business of Data team who will decide the final 20.

ADVISORY BOARD: BENEFITS



- Extend your network of contacts
- Gain new perspectives and ideas by participating in active discussions of industry trends, developments and research with other high caliber individuals.
- Opportunity to contribute to Business of Data content, including reports, articles, podcasts and new online TV show.
- Actively influence upcoming content using your data and analytics interests, experiences and insight.
- Have an active role demonstrating to others within the community that everyone's voice is valued and welcomed within the Data & Analytics landscape. Each quarterly meeting will dedicate time towards discussing efforts to ensure inclusion of different perspectives in upcoming content.

CODE OF CONDUCT & ETHICS

Quarterly meetings code of conduct:

- To ensure you maintain advisory membership you must attend the four quarterly meetings, an absence can be approved if apologies are sent a week in advance. *The Chair will look to schedule meetings in the interest of the majority being available to attend.
- Advisors should be frank and honest with their opinions in a respectful manner and constructive when giving feedback.
- Advisors should listen to the views of other members and be prepared to change views in the face of evidence.
- Advisors are expected to read relevant documents and prepare well for meetings – any documentation will be sent in advance allowing ample time to review.

Advisory Board ethics:

- Advisors are to be guided by the best interests of the wider data and analytics community.
- Advisors should be respectful to the Business of Data team, fellow members and management team.
- Advisors are expected to maintain the confidentiality of all material non-public information about the Business of Data and other advisors.



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