DAMA History and Update

PRESENTED BY DAMA INTERNATIONAL
3Q18
DAMA Overview

PREMIER GLOBAL DATA MANAGEMENT ASSOCIATION
Profile

• Loretta Mahon Smith is an Executive Consultant in the Cross Sector Practice in IBM Services.

• Ms. Smith has over 25 years experience delivering solutions in the Financial Services industry for a large multi-national financial services firm in operational, warehousing and analytics environments.

• Global Data Governance thought leader, focused on driving operational and strategic data governance engagements which establish the needed foundation for Modern Data Architecture to deliver Operational, Analytical, and Cognitive engagement value.

• Since joining IBM in 2011, Ms. Smith has delivered consulting services to clients in Healthcare, Financial, Hospitality, Automotive, Industrial, Communication, and Electric & Utilities Sectors

Badges/Certification

• Certified Data Management Professional (CDMP) at the mastery level via DAMA International

• Certified Business Intelligence Professional (CBIP) at the mastery level via The Data Warehouse Institute.

• Certified Computing Professional (CCP) at the mastery level via the Institute for Certified Computing Professionals

Internal IBM Leadership:

• GBS Global Lead for Data Governance competency of more than 600 members including data governance professionals, data quality professionals, data architects, and enterprise data managers.

External Practice Leadership:

• DAMA International Board of Directors, President & CEO – 2018

• DAMA Foundation

• DAMA International VP of Communications

• DAMA National Capital Region President

• DAMA National Capital Region Board of Directors.

linkedin.com/in/lorettamahonsmith

https://twitter.com/silverdata
## DAMA International

### Mission

**DAMA International** is a not-for-profit, vendor-independent, global association of technical and business professionals dedicated to advancing the concepts and practices of information and data management.

### Vision

**DAMA International's** vision is to be an essential resource to those who engage in information and data management.

### Purpose

**DAMA International's** primary purpose is to promote the understanding, development and practice of managing data and information as key enterprise assets to support the organization.
Goals

- Help practitioners become more knowledgeable and skilled in the information and data management profession.
- Support DAMA members and their organizations to address their information and data management needs.
- Influence practices, education and certification in the information and data management profession.
- Form alliances with other organizations with similar principles to strengthen the profession.
Constituents

Members
- Individuals
- Organization

Chapters
- Forming
- Active

DAMA International

DAMA Foundation
Organization Structure

Board of Directors

Members of DAMA International who have held a chapter board position and have been elected by their peers
- President
- VP, Member Services
- VP, Chapter Services
- VP, Conference Services
- VP, Professional Development
- VP, Financial Services
- VP, Operations
- VP, Online Services
- VP, Marketing & Communications
- Presidents' Council Chair
- Past President (non-voting)
- Governance and Ethics Officer (non-voting)

Presidents Council

Body of the leaders for each active chapter.
- All Active Chapter Presidents not also sitting on the DAMA-I Board of Directors
- The designate for a Chapter whose President also sits on DAMA-I Board
- DAMA-I VP, Chapter Services (non-voting)

Board of Advisors

Individuals asked to provide independent perspective to the DAMA-I Board of Directors. Will be a minimum of one, and up to 3 advisors
- Lifetime Advisors
  - John Zachman
  - Karen Lopez
- CDMP Fellows
  - Chris Bradley
  - Cathy Nolan
  - Deborah Henderson

Affiliated Chapter

An independent legal entity that:
- is legally registered as not-for-profit;
- is vendor independent;
- is chartered or incorporated to establish and promote data and information management; and,
- has a current affiliation agreement with DAMA International.
DAMA: Historical Timeline

1974: Informal meeting among colleagues to discuss data stuff
1980: First DAMA Chapter: Los Angeles
1983: First non-North American Chapter
1988: First elected DAMA International Board
2008: DAMA Dictionary V1 Published
2011: DAMA Dictionary V2 Published
2010: DAMA Data Management Body of Knowledge V1 Published
2017: DAMA Data Management Body of Knowledge V2 Published
A DAMA member is a recognized member of a global professional society dedicated to advancing data management principles.

Central Member
- MyDAMA Member Resource Page
- Online access to DAMA-I Dictionary
- All DMBOK V1 IMAGES
- >10% discount on select education / training programs
- >10% discount on select books
- Conference discounts

Chapter Member
- Admission to local events focused on DMBoK
- Meet and learn from industry experts and peers
- Support CDMP certification
- Opportunity to develop as speaker or serve as board member
- Network opportunities at sponsored events
- Access to conference discounts
DAMA: Assets

1. DAMA brand
2. Our community
3. CDMP certification
4. Data Management Body of Knowledge (DMBoK)
   A. Version 1.0 translated into Portuguese, Spanish, Chinese, and Japanese
   B. Version 2.0 translations underway: Chinese, Japanese, Spanish, Portuguese, French, Italian and Russian
5. Dictionary of Terms
6. DMBoK Reference Architecture
   “The DAMA Wheel”
DAMA: Communities

DAMA community consists of **51 active Chapters & 40+ forming Chapters** across most continents and **100s of Central Members**.

@10,000 members strong
Q&A

QUESTIONS WELCOME
## DAMA: Active Chapters

<table>
<thead>
<tr>
<th>DAMA Austin</th>
<th>DAMA Calgary</th>
<th>DAMA Georgia</th>
<th>DAMA Minnesota</th>
<th>DAMA Portland</th>
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<td>DAMA Houston</td>
<td>DAMA National Capital Region</td>
<td>DAMA Puget Sound/Washington</td>
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<td>DAMA Australia: Adelaide</td>
<td>DAMA Central Ohio (Buckeye)</td>
<td>DAMA Indiana</td>
<td>DAMA Netherlands</td>
<td>DAMA Rocky Mountain</td>
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<td>DAMA Iowa</td>
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## DAMA: Forming Chapters Regions

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<td>Iran</td>
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