MEDIA KIT

"DATA-DRIVEN LEADERS ALWAYS WIN - AN ESSENTIAL GUIDE FOR LEADERS IN THE AGE OF DATA"

Table of Contents

- Contact Info
- Product Info
- Promotion Info
- Interview Resources
- Fan Resources

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Product Info

Product Specs

TITLE: Data-Driven Leaders Always Win
SUBTITLE: The Essential Guide for Leaders in The Age of Data
AUTHOR: Jay Zaidi
FOREWORD AUTHOR: Dr. Kirk Borne
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Sales copy

Longform copy for newsletters, email campaigns, blog posts, etc.

"Data-driven Leaders Always Win: It is an essential guide for leaders and aspiring leaders who want to win with data, by developing a data culture within their organizations."

Implementing the latest technology or hiring smart people isn't sufficient. A data culture is required to succeed with data. Leaders must be the change agents and will have to involve people throughout their organization to build a data culture. Our friend Jay Zaidi, a thought leader in data and information management and Managing Partner of AlyData, has just released an amazing new book for leaders and those that aspire to be leaders and want to build a data culture within their organization. It's called "**Data-driven Leaders Always Win – An Essential Guide for Leaders in the Age of Data."**

Organizations that want to thrive and not get disrupted should emulate firms such as Google, Apple, Facebook and Amazon —they should pivot around data, use analytics to their advantage, use data-driven insights to innovate, and deliver customer value with a sense of urgency.

*"Part inspiration, part information, and part innovation, Jay Zaidi's book challenges business and IT leaders to think broadly and act collectively about data's role within their organization. He provides an in-the-trenches perspective on nearly all facets of making data behave as a high-value enterprise asset." **– Douglas Laney, VP and Distinguished Analyst, Data and Analytics Strategy, Gartner***

We are witnessing a digital revolution, with data volumes rising 30 to 50% per year. Organizations are struggling to adequately manage and utilize all of it to derive business value and gain a competitive advantage. Hiring smart people and introducing new technology isn't sufficient. A data culture is an essential prerequisite for success. I use real life experiences gained while leading enterprise data management programs at the largest financial services company in the world, to educate and enable leaders and aspiring leaders to build a data culture - to deliver tangible business value and gain a competitive advantage.

In *Data-driven Leaders Always Win*, the author Jay tackles complex issues related to data and information management and educates readers on the challenges and opportunities they present and why a data culture is a pre-requisite for success. This is based on his real life experiences as the leader of data management programs at the world's largest financial services firm for thirteen years.

Do yourself a favor, get this book today, and start your journey toward becoming a data-driven leader!

Shortform copy for blurbs.

We are witnessing a digital revolution, with data volumes rising 30 to 50% per year. In "Data-driven Leaders Always Win", the author Jay Zaidi tackles complex issues related to data and information management and educates readers on the challenges and opportunities they present and why a data culture is a pre-requisite for success. This is based on his real life experiences as the leader of data management programs at the world's largest financial services firm for thirteen years.

Product formats

Photos

Full Bio

Long Version

Jay Zaidi is the founder and managing partner of AlyData. As an entrepreneur, strategic advisor, and thought leader he specializes in strategic data management, analytics, and change management. His firm provides services and solutions to help companies improve decision-making and performance, using data as a weapon of choice.

Jay founded AlyData in 2014. For the thirteen previous years, he led enterprise data management programs at Fannie Mae, and he spent seven years in management consulting at PriceWaterhouseCoopers LLC and other firms prior to that. At Fannie Mae, he directly reported to the chief data officer and led data quality, metadata, master data management, analytics, and business intelligence organizations. During his tenure there, he was instrumental in delivering ten major data initiatives across eight company divisions.

In 2012, Jay's team was awarded the Global Innovation Award for Fortifying Overall Operations with Global Data Quality by Informatica. He blogs on LinkedIn, is currently the most viewed author in the categories of data management and master data management on Quora, and is a regular speaker at industry conferences.

In addition to his practical experience in Strategic Data Management and Cybersecurity, Jay has an MS in computer science from Texas A&M University and a bachelor's degree in electronics and communications engineering from Osmania University, India. He lives with his family outside Washington, DC, and is an avid photographer, a car enthusiast, loves to travel, and closely follows current events.

Photo of Me

You are welcome to use this photo of me. If you click on the photo, it will pop up a larger version. You can then click on the "Download this image" to save this image on your computer.

Logo

In the event you need my company's logo, you can find it below.

Endorsements

Here's what industry leaders are saying about the book:

As the first financial services executive to hire a Chief Data Officer, this book is a must read for ANY executive seeking to improve operations, gain a deep understanding of client needs and gain a competitive advantage." **- Ed Watson, Former EVP & Head of Operations and Technology, Fannie Mae**

"As data continues to grow and evolve, the enormous challenge of managing it is often minimized and misunderstood. Becoming data-driven requires changing the culture within an organization. This book provides a practical guide on how to tackle some of the more significant challenges, as experienced first-hand by the author, Jay Zaidi. I highly recommend this book for all Business and IT leaders, since data is integral to everything we do!" **- Beth Hiatt, COO, Unissant**

"Data is the new currency that will drive business and regulatory compliance strategy. The root cause of many company ailments is how data is managed. Jay does a great job highlighting the techniques and approaches to solve complex problems and achieve corporate strategies in the age of data." **- Ray Vazquez, CEO, Infinitive Insight**

"Part inspiration, part information, and part innovation, Jay Zaidi's book challenges business and IT leaders to think broadly and act collectively about data's role within their organization. He provides an in-the-trenches perspective on nearly all facets of making data behave as a high-value enterprise asset." **– Douglas Laney, VP and Distinguished Analyst, Data and Analytics Strategy, Gartner**

"Corporate data initiatives fail because the technical team is unable to communicate clearly the business value that can be derived from harnessing the power of their data. In his book, Jay has done a great job of bridging the IT/Business gap by breaking through the technical jargon and clearly articulating the business case for investment in data as a corporate asset. This is crucial for both competitive advantage, as well as, ensuring compliance in today's highly regulated environment." **- Kathy Keller, Managing Director, Newbold Advisors, LLC**

"Data-driven leaders must empower their teams to deliver on the business's need for near real time analytics across Small and Big Data. In Data-Driven Leaders Always Win, Jay Zaidi makes a case for investing in foundational capabilities like a data catalog, master data management, data quality and data governance. The emergence of new self-service data tools and approaches is making it possible for everyone in the enterprise to leverage data, to make better decisions and achieve better business outcomes." **- Alex Gorelik, CEO, Waterline Data**

"In his aptly named book, Jay Zaidi makes the basic argument that being "Data-Driven" has less to do with having a lot of Big Data and more to do with understanding and analyzing the context around the data you have. Jay thoughtfully explains that data, like any other form of information, cannot be taken at face value and that being "Data-Driven" isn't just about cycling data though your organization, it's about making sure that people are able to both quickly find the right data and place that data in the appropriate context." **- Satyen Sangani, co-founder and CEO, Alation**

"Data-driven organizations aim for frictionless data processing to significantly reduce time-to-value. In Data-Driven Leaders Always Win, Jay highlights the fact that IT and Business teams can achieve their common goals by utilizing new technology and refining their data management processes." - **Adam Wilson, CEO. Trifacta**

"Today, every organization is in the data business, and every business needs data-driven leaders. This book introduces you to the most important and demanding areas of information management and provides practical insight into how you can use data to rapidly rise and ultimately win." - **Greg Steffine, BI Strategist and Award-Winning Author**

"According to Alibaba's Jack Ma, data will become the biggest production material in the future, it will become a public resource like water, electricity and oil. This has resulted in a paradigm shift in data management. In this timely and insightful book, Jay has done an excellent job outlining the business case and presenting practical steps to help leaders develop a data culture within their organizations." - **Samra Sulaiman, Founder, ConsultData LLC**

Interview Resources

Bio Talking Points

Here are a few bio talking points for you:

Jay Zaidi is the author of Data-driven Leaders Always Win (AlyData, 2016). In 2014, He founded AlyData, a firm that specializes in helping clients win with data. Prior to this, Jay directly reported to the chief data officer of the largest financial services company in the world and led enterprise-wide data management and analytics programs for thirteen years. His teams have won international awards for their work in data management and data quality. Jay is considered a thought leader in data and information management, blogs on LinkedIn's Pulse platform and is a regular speaker at industry conferences.

1. Jay started his career as consultant specializing in designing and building data intensive applications for the healthcare, transportation, hospitality and financial services industries.

2. Jay was an early adopter of enterprise resource planning and business intelligence systems and led several global implementations for clients, during his tenure with Corporate Information Systems, PriceWaterhouseCoopers LLC and Commerce One Global Services. He was a direct report to the chief data officer of the largest financial services company in the world and this gave him an opportunity to influence senior leadership on the role of data and deliver several data management programs (e.g. Data Quality, Metadata, Master Data Management, Business Intelligence and Big Data).

3. Off the stage, Jay is a family man. He has been married to his wife Shabnam for 22 years. They have three children and he makes his home in a suburb of Washington DC. He is a voracious reader, amateur golfer, car buff and a photography enthusiast.

Interview Topics

Data-driven Leaders Always Win

Data collections are now recognized as a core business asset, a new natural resource, a driver of business change and innovation, a source of increased and/or new revenue streams, a creative force for new products and new markets. To succeed and prosper in this new "Age of Data" leaders have to become data savvy and data-driven. You'll find out in this foundational interview.

Why data-savvy and data-driven leadership is a core skill and how should leaders or aspiring leaders acquire them?

The Fourth Industrial Revolution also known as the digital revolution is unleashing a torrent of data. Most organizations are seeing their data volumes rise by 30 to 50% each year. This data has to be secured, managed and analyzed to gain deep insights. Implementing the latest technology or hiring smart people isn't sufficient. A data culture is a pre-requisite to succeeding with data. Leaders must be the change agents and will have to involve people throughout their organization to build a data culture.

Building a data culture is a complex undertaking and requires an in-depth understanding of the data ecosystem, its components, and the interaction between people, process, technology, and data, to deliver business value. In this interview, Jay explores these complex topics and sheds light on areas that leaders should focus on and resources they can tap into.

Sample Interview Questions

- What is "Data-driven Leaders Always Win" about?
- Why did you decide to write this book?
- What was the primary objective in writing this book?
- How long did it take you to develop the concept and the content?
- How is this book different, since there are many books on data and information management available on the market today?
- Who would benefit from this book?
- Is the book targeted toward the commercial sector only or will it benefit readers that are in the public sector as well?
- Why should leaders or aspiring leaders care about this topic?
- Please discuss how and why data-driven companies are disrupting their traditional rivals and what traditional organizations can do to stem the tide.
- What can companies do to win with data?
- What do you say to those that feel Information Technology should be the focus and not Strategic Data Management (SDM)?
- In your book you discuss the concept of "Dark Data". What is it and why should leaders care about it?
- You state that leaders must understand the data ecosystem and the intricate interactions between people, process, technology and data. This seems like a non-trivial exercise. Do you think it is possible for leaders to do this?
- There seems to be some confusion around the question of "who leads data?" within an organization. Please elaborate.
- Business and IT teams are always are at logger heads and that seems to be a major stumbling block in delivering projects. Your thoughts on this topic and where the data people fit into this.
- You that building a data culture is a pre-requisite to winning with data. Why is that so and how can leaders accomplish this very challenging task?
- SDM is a complex undertaking but is necessary for an organization's success. What are three suggestions you can offer to the audience as key aspects of SDM?
- You discuss the "why" of SDM and Analytics in this book. How about the "what" and "how"? Do you plan on writing those as well?
- You obviously have had much success in leading enterprise-wide data and information management programs at the largest financial services company in the world and now at AlyData. Any words of wisdom for our audience, based on two decades of real world experience.

Fan Resources

Ideally, anything that you post to promote Data-driven Leaders Always Win would come via your own words and endorsements/testimony for the book. These items are merely to spur ideas; however, you may use exactly as shown if you wish.

Twitter/Facebook Posts

For Twitter you can include @jayzaidi and/or #DataDrivenLeadersWin

1. Discover why data-driven leaders always win with a great book by @JayZaidi http://bit.ly/1PwkIPC

2. Success today is not based just on technology-savvy; but leaders need to be data-savvy too. #DataDrivenLeadersWin @jayzaidi http://bit.ly/1PwkIPC

3. If you want to win with data, it requires vision and courage. Are you willing to be visionary and a change agent? #DataDrivenLeadersWin @jayzaidi http://bit.ly/1PwkIPC

4. Before you can find your way, you have to discover your why #DataDrivenLeadersWin @jayzaidi http://bit.ly/1PwkIPC

5. You can either accept reality as it is or create it as you wish it to be #DataDrivenLeadersWin @jayzaidi http://bit.ly/1PwkIPC

6. If you are data-driven and data-savvy, you achieve greater success #DataDrivenLeadersWin @jayzaidi http://bit.ly/1PwkIPC

7. Business is no longer about generating data; it is about deriving insights #DataDrivenLeadersWin @jayzaidi http://bit.ly/1PwkIPC

8. The good news is, it is not that difficult to become data-driven and data-savvy #DataDrivenLeadersWin @jayzaidi http://bit.ly/1PwkIPC

9. Every customer problem is an opportunity to create a wow experience using data-driven insights #DataDrivenLeadersWin @jayzaidi http://bit.ly/1PwkIPC

10. You really can monetize your data and create a new revenue stream #DataDrivenLeadersWin @jayzaidi http://bit.ly/1PwkIPC

11. What would a data culture make possible for your business, your customers, or your employees? #DataDrivenLeadersWin @jayzaidi http://bit.ly/1PwkIPC

12. Data volumes are growing 30 to 50% annually. You need to concentrate on managing it better and deriving deep insights #DataDrivenLeadersWin @jayzaidi http://bit.ly/1PwkIPC