

# Assemble your data governance A-team

To set your strategy in motion, first identify your lineup.

**Building a data governance initiative can feel like an uphill battle.** We're here to help.

Start by identifying these key players at your organization.

**95%**

of businesses struggle to implement a data governance program, and forming the necessary stakeholders is one of the primary obstacles.



## **Executive sponsor**   **Chief data steward**

Your C-level sponsor advocates for data and builds credibility and interest among the C-suite.

Your data steward, or project manager, leads the day-to-day governance operations.



## **Expert data owners**

Your appointed department data owner(s) who maintain(s) the integrity of the information their department relies on.



Missing one of these? Appoint a business stakeholder who can represent each team's interests.



## **Data quality analysts**

Your analyst manages data quality standards and they are key to operationalizing data initiatives to drive impact downstream.



## **Data governance office**

Your dedicated team that works to ensure enterprise-wide adoption of data-specific recommendations and policies.

Need help generating data buzz with the rest of the business?

[Learn more](#)

