



## From the IAIDQ President

### Christian Walenta

President

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Dear fellow IAIDQ member,

In July, IBM's Data Governance council, a group of 50 global companies, put out a press release<sup>1</sup> providing predictions of a range of key information issues, such as:

- Data Governance will become a regulatory requirement;
- “Data value” will be reported as an asset on companies balance sheets; and
- The CIO will have an increasingly visible and influential role in governing the use and quality of information.

These are bold statements and only time will tell if these predictions are correct. Why is this relevant for us in the IAIDQ? Clearly, information and data quality understanding, principles, and practices are foundational in managing the information asset; without these foundations, the predictions can't come true.

Many of us are witness to the growing interest and the rise in discussions around managing information, including quality, as well as an increase in the number of publications and literature on information and data quality, conferences and forums featuring themes around managing business information.

The IAIDQ is in a position to play an important role; these trends often create opportunities and call for leadership. The IAIDQ leadership, its Board of Directors, have to make bold moves in leading the association to a position of competence and influence.

But what can you do as a member? Activism is the call of the hour – we can't contribute, influence, and shape the future by simply watching it unfold. Here are a few areas where you can make your contribution count:

- Share your views by writing an article for the newsletter;
- Initiate and participate in exchanges on our discussion forum;
- Submit subjects for our “Ask the Expert” sessions;
- Promote the importance of information quality with your employers, peers and colleagues;

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<sup>1</sup> <http://www.marketwire.com/press-release/lbm-NYSE-IBM-876275.html>

- Join some of the local efforts and communities of practices (COP) in South Africa, Benelux, UK, and Ireland or start your own COP with our help;
- Brush up on your IQ knowledge and come to our IDQ conference in San Antonio in September or the IQ conference in London in November and take advantage of the early bird registrations and member discounts.

Not enough? Send me your ideas on what you can do to promote the IAIDQ and our cause and we will publish the best ones on our website.

I am looking forward to hear back from you. Do something! Be active! And along the way, have fun and enjoy the ride – it is going to be a turbulent one!

Sincerely yours,

**Christian Walenta**  
IAIDQ President