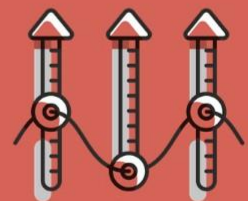
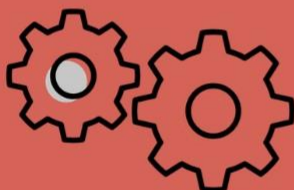
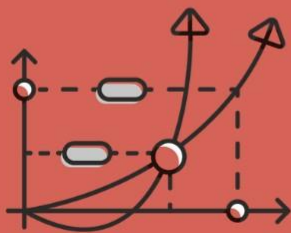


dj data journeys

PLAYBOOK



Data Journeys Founders



YAFAA AHRES
FOUNDER & HEAD OF COMMUNITY
AT DATA JOURNEYS



CHRIS WHITE
CIO HFW LLP



GABE BARETT
CIO ABELLIO GROUP



DAWN HEMINGWAY
HEAD OF DATA AT NSPPC



MIKE BUGEMBE
CEO LENS.AI



IAN COHEN
CIO ADDISON LEE



JIM MARSHALL
CEO MARSHALL WOLFE



CATHERINE COALE
COMMUNITY MARKETING TELSTRA
PURPLE



ED BULLEN
HEAD OF DATA ENGINEERING AND
DATA SCIENCE AT TELSTRA PURPLE



BRADLEY HOPKINS
HEAD OF DATA ANALYTICS AT
TELSTRA PURPLE



PAUL RUSSELL
LEADER IBM WATSON



TOM BUTTLE
MANAGING DIRECTOR
CHAMELEON

datajourneys.org

About Data Journeys

A community focused on accelerating members' **personal** and **organisational** journey to being data-driven.

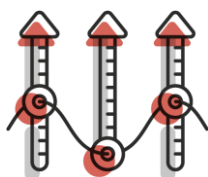
Why we exist?



Find better ways to **connect with customers** and the experience they demand.



To stimulate a laser focus on **pragmatic commercial gains** achievable within 12-24 month time frames.



To accelerate our **personal and organisational journey** to data-driven leadership.



Champion **data-driven cultures** and workforces.

About Data Journeys

A community focused on accelerating members' **personal and organisational** journey to being data-driven.

Who we are?



We will be an exclusive members' forum for **leaders who want to 'turbo charge' their organisations by leveraging data.**



A community of like-minded peers from a **cross section of different roles** including but never limited to the CIO, CTO, and Data Lead.

What we will do?



Using our **collective wisdom**, we will help each other navigate from where we are now, to where we want to be - **faster and with greater impact.**

Ways you can get involved

1

Become a member and access the community network and insights of our working session
<https://datajourneys.org/membership/>

Connect with the community leader [YafaaAhres](#) to discover your opportunities and start your data journey planning
yafaa.ahres@company85.com

2

3

Connect with the [Advisory Board](#) and Data Journeys Members (our community lead will facilitate introduction to members)

Be part of something special

We welcome members who...

- Are curious in nature.
- Value the benefit of collective wisdom.
- Have an openness to share generously.
- Have strong opinions, but loosely held.
- Are straight talking.
- Are prepared to move beyond the rhetoric to solve real challenges.
- Respect confidentiality.
- Own or influence the data strategy.
- Own problems that need to be solved.
- Are in a position to make positive change within their business.

