### Data Governance: A risk based approach to governing your most critical data assets

# Introductions

#### **BREAKOUT SPEAKER**



#### Jenny Schultz

Enterprise Data Strategy and Governance Single Family Business Unit Freddie Mac

#### BREAKOUT MODERATOR

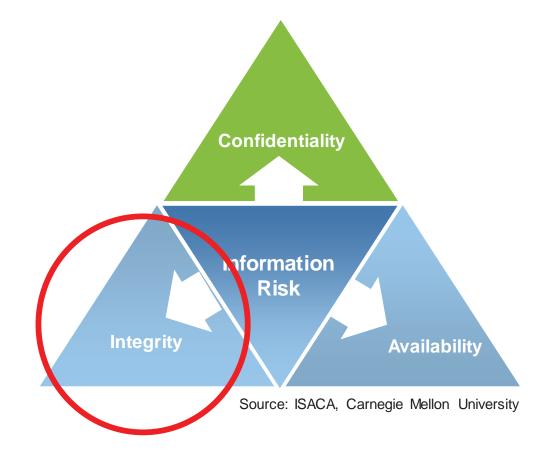


#### **Bob Parr**

Managing Director Data Governance and Quality Management Consulting KPMG LLP



### **Holistic View of Information Risk**





### **Integrated View of Accountabilities**

#### "Team Owners" "The League"

#### 1<sup>st</sup> Line of Defense Business Unit

- Implement Enterprise Policy and Standards
- BU Data Strategy & Roadmap
- BU Data Governance
- BU Data Quality Management
- Data Stewardship/ Owners
- Communication & Training

2<sup>nd</sup> Line of Defense IT CRO

- Information Risk Policy
- Enterprise Principles and Standards
- Roles, Accountabilities and Processes
- Compliance Assessment
   and Reporting
- Enterprise Issue Management
- Integrated Roadmap
- Common Capabilities and Infrastructure



# **Operating Model Components**

Policy and Standards

Organization and Roles

Processes, Tools and Workflow

Critical Metadata

Data Quality and Control

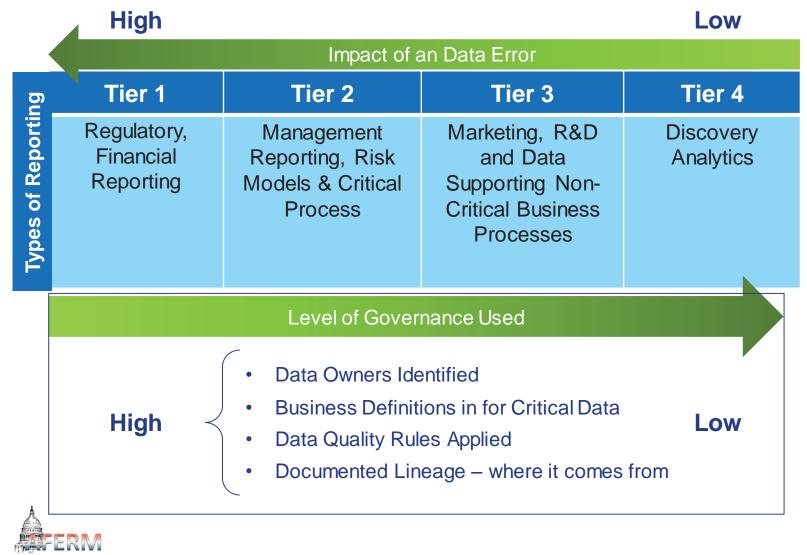
Data Stewardship / Ownership

• Tone from the Top

- Change Management
- Communication Plans



# "Fit for Purpose" Data Governance



### **Communication and Branding is Critical to Cultural Transformation**

Internal Branding (Promise of Value)	Single Family Data Empower. Simplify. Re-use. Control.
Intranet	<ul> <li>Introduce team and feature articles</li> <li>Partner with Corporate Communications</li> </ul>
Leader Led Communications	<ul> <li>Brownbag Lunches</li> <li>Roadshows</li> <li>Freddie Mac Spring Fair – Fun!</li> <li>Use stories to connect with value</li> </ul>
Focused Resources	Committed communication resource





