

dataIQ™ 100

THE MOST INFLUENTIAL PEOPLE IN DATA

FREQUENTLY ASKED QUESTIONS

WHAT IS THE DATAIQ 100?

DataIQ 100 is the original and only fully-curated power list of the most influential individuals in data and analytics.

WHAT IS THE COST TO ENTER?

There's no cost: nominating yourself or a colleague is free.

CAN I NOMINATE ONLY ONE PERSON?

There is no limit to the number of people you can nominate. As long as their experience and what they have achieved is relevant, then you can put forward as many people as you believe should be considered for the list.

WHO IS IT OPEN TO?

Anyone working in or supporting the data and analytics industry can nominate themselves or one of their colleagues.

The DataIQ 100 list focuses on three distinct groups:

- **Data Titans:** Data leaders and trailblazers (think Chief data officers, Chief data scientists, Heads of data and analytics functions) working in end-user organisations.
- **Data Influencers:** Innovators, regulators and academics across organisations that are influencing thinking and action within the data industry and its eco-system.
- **Data Enablers:** Technology leads, data leads and founders in vendor organisations, agencies and consultancies that are helping businesses deliver their data objectives.

If you're driving the data agenda in an organisation and making a real difference to the data industry, you should be putting yourself forward for the DataIQ 100.

WHEN DO NOMINATIONS CLOSE?

You have up until **5 pm on Friday 27th November** to submit a nomination. Don't delay though and miss out - do it today to ensure your nomination is included when it comes to reviewing the submissions.

HOW IS THE FINAL LIST DECIDED UPON?

DataIQ reviews every nominee, focusing on how they stack up in the following critical areas:

- **Leadership within their organisations:** How they demonstrate the importance and value of data and analytics, either by taking it to the very top level (Data Titans) or by showing how their solutions are impacting on the way data and analytics are deployed by clients (Data Enablers).
- **Engagement:** How they are interacting with the broader data and analytics industry. Are they playing an active role on an industry council or working group? Are they speaking at

dataIQ™ 100

THE MOST INFLUENTIAL PEOPLE IN DATA

FREQUENTLY ASKED QUESTIONS

conferences/webinars, publishing thought leadership articles or involved in other external activities across the industry?

- **Support DataIQ and our mission:** We focus on advancing the profession of data and analytics through our membership programme, so involvement with what we are seeking to achieve can't be a bad thing.

You can also view more information about how we choose the DataIQ 100 by [clicking here](#).

WHAT SHOULD I FOCUS ON INCLUDING IN MY 500 WORD SUBMISSION?

Whether you're nominating yourself or someone else, you want to highlight how you, or they, are making a difference in data and merit consideration for the list. Examples of this include:

- being instrumental in changing the perception and importance of data within an organisation
- developing data-driven processes to deliver real work benefits for an organisation
- building teams and capabilities to ensure the data function is driving the organisation forward
- proving to be a role model for people in the organisation or industry
- helping use data to be a force for good in society
- finding new ways to apply data to situations that drive innovation
- developing new data solutions to overcome complex issues

WHY SHOULD I ENTER?

Being recognised as a mover and shaker in the data industry is a notable badge of honour, widely referenced by those individuals who have achieved the accolade.

However, it's more than that. Making the grade increases your industry visibility (both within your organisation and externally), opens doors to other opportunities and gives you those all-important bragging rights.

In 2020 over 1,000 nominations were received for the DataIQ 100, double the number of the previous year. This reflects the status of the DataIQ 100 in the industry and the ambition of leading practitioners to be included. So, if you make the final list, it is a real indication of your stature in the data industry.

WHAT ELSE WOULD BE EXPECTED FROM ME IF I AM CONSIDERED FOR THE LIST?

Selected nominees must agree to complete a prepared Q&A that provides an insight into their personality and their thinking. Examples of this [can be found here](#) on the individual profiles on the current 2020 DataIQ 100 list.