

# Council for Chief Data and Analytics Officers



The Council for Chief Data and Analytics Officers (CCDAO) is a strategic offering comprised of data and analytics executives from key industry sectors across Canada. CCDAO focuses on enabling the role of data and analytics within organizations by providing a forum to hear from experts and share perspectives, experience, and knowledge on critical and emerging issues.



**CCDAO provides personal and professional development opportunities for data and analytics executives by addressing topics such as developing analytics strategies, leadership and business skills, emerging technologies, garnering executive buy-in, structure of the analytics function within the organization, and data and analytics metrics.**

### **Who should join?**

CCDAO members are executives responsible for areas such as customer analytics and CRM, data governance and management, data program development, emerging technology and innovation, business intelligence, marketing insights, financial analysis, and operational performance within their organizations.

### **The role of the council is to:**

- Provide a forum for peer support among members and the exchange of ideas and practices related to data and analytics.
- Challenge members to a higher level of thinking through stimulating discussions focused on new knowledge, strategic approaches, operational execution, and challenges related to data and analytics.
- Serve as a sounding board for members. Help elevate the role of data and analytics within organizations.
- Benchmark best practices and inspire the development of “next” practices that can be applied across organizations.

### **Past meeting themes**

- Data-Driven Decision-Making
- Artificial Intelligence and Machine Learning
- Change Management and Transformation
- Optimizing the Partnership With IT
- Optimizing Data Analytics and Business Objectives Through Data Governance

### **2019–2020 meeting schedule**

#### **October 8–9, 2019**

Toronto, ON

Theme: Building and leveraging data storage methods

#### **February/March 2020**

Montreal, QC

Theme: Leveraging A.I. for data analytics

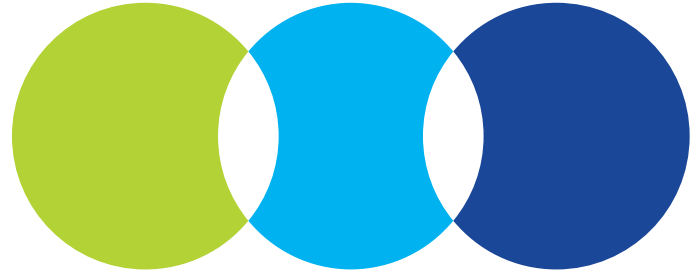
#### **May 2020**

Toronto ON

Theme: Understanding the value and pitfalls of data ethics

Dates and locations subject to change.

The annual participation fee is \$5,225 for a 12 month period, including three executive Council meetings and additional ongoing programming.



## Exclusive benefits of membership

### Networking

Gain access to an exclusive, independent community of peers from private and public organizations. Build a rapport with other members and develop the ability to connect with them between meetings, when challenges arise.

### Exclusive events

Members meet three times a year for a networking dinner followed by a full-day meeting. These professional meetings provide opportunities for members to discuss confidential issues and challenges in depth, and to examine innovative approaches and solutions.

### High-impact learning

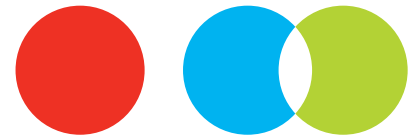
The Council provides opportunities to discover how other organizations manage their issues, challenges, and practices by hearing about their experiences via round tables, give-and-get sessions, and knowledge cafes, as well as through presentations from global experts.

### Save money

- Reduce the expense of one-off executive education and professional development events.
- Receive discounted and complimentary access to additional programming offered by The Conference Board of Canada (e.g., webinars, conferences, workshops, research).
- Bring a guest to one meeting per year, at no additional cost. Also, send a delegate to meetings on your behalf—a great opportunity for team development and succession planning.
- Identify opportunities to become an integral part of the business of your organization by demonstrating value, improving innovation, reducing costs, enhancing efficiencies, and increasing competitive advantage.
- Avoid lengthy consulting engagements.

### Save time

- Gain immediate access to a valuable network.
- Consult with an outstanding peer community when issues and challenges arise.
- Share insights gained through your membership with others in your organization, thereby shortening learning curves.
- Address best practices, standards, and loss of business. Benchmark and test your ideas in a confidential space.



## Member organizations

Bank of Canada

Cadillac Fairview Corporation  
Ltd. Caisse de dépôt et  
placement du Québec

Canada Revenue Agency

Co-operators General Insurance  
Company

Environment and Climate  
Change Canada

Innovation, Science and  
Economic Development Canada

Manulife Financial

MD Financial Management

MD Financial Management,  
CMA Companies

Ontario Lottery and Gaming  
Corporation

Symcor Inc.

“ This forum is rich in content, relevant dialogue, and interesting people. It is stimulating on a professional level, as the senior executives involved in this group are thinking about the same issues I am. One of the aspects I really like about the council is the pre-meeting dinners. These events help get everyone engaged, relaxed, and ready to share with each other. I will definitely be signing up next year.”

**Chief Strategy Officer, CAA**

## Contact

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**Where insights meet impact**

October 2019

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