

DATA-DRIVEN TRANSFORMATION



COLLECTED ARTICLES 2012-Present

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ARTICLES AND LINKS

- ✦ **[Why Becoming a Data-Driven Organization is so Hard](#)** | February 24, 2022
- ✦ **[“Why Do Chief Data Officers Have Such Short Tenures?”](#)** | August 18, 2021
- ✦ **[“Legacy Companies Need to Become More Data Driven — Fast”](#)** | June 15, 2021
- ✦ **[“Why Is It So Hard to Become a Data-Driven Company?”](#)** | February 5, 2021
- ✦ **[“Are You Asking Too Much of Your Chief Data Officer?”](#)** | February 7, 2020
- ✦ **[“Companies Are Failing in Their Efforts to Become Data-Driven”](#)** | February 5, 2019
- ✦ **[“Big Companies Are Embracing Analytics, But Most Still Don’t Have a Data-Driven Culture”](#)** | February 15, 2018
- ✦ **[“How Machine Learning Is Helping Morgan Stanley Better Understand Client Needs”](#)** | August 3, 2017
- ✦ **[“How Companies Say They’re Using Big Data”](#)** | April 28, 2017
- ✦ **[“How P&G and American Express Are Approaching AI”](#)** | March 31, 2017
- ✦ **[“Just Using Big Data Isn’t Enough Anymore”](#)** | February 9, 2016
- ✦ **[“Your Data Should Be Faster, Not Just Bigger”](#)** | February 4, 2015
- ✦ **[“Get the Maximum Value Out of Your Big Data Initiative”](#)** | February 1, 2013
- ✦ **[“Who’s Really Using Big Data”](#)** | September 12, 2012