DAMA DAY

WARSAW

18 SEPTEMBER 2025

HUMANIZING DATA STRATEGY

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DAMA Poland Day 2025

LET ME INTRODUCE MYSELF

TIANKAI FENG

DATA & AI STRATEGY DIRECTOR @ THOUGHTWORKS

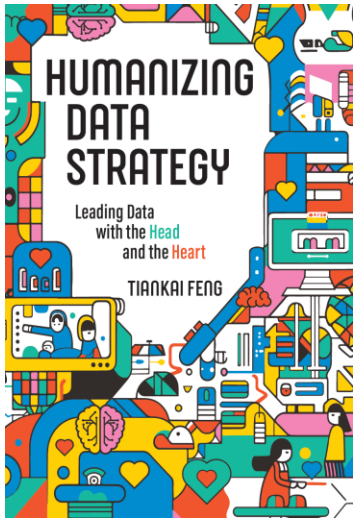
AUTHOR OF “HUMANIZING DATA STRATEGY”

TEDX SPEAKER ABOUT AI

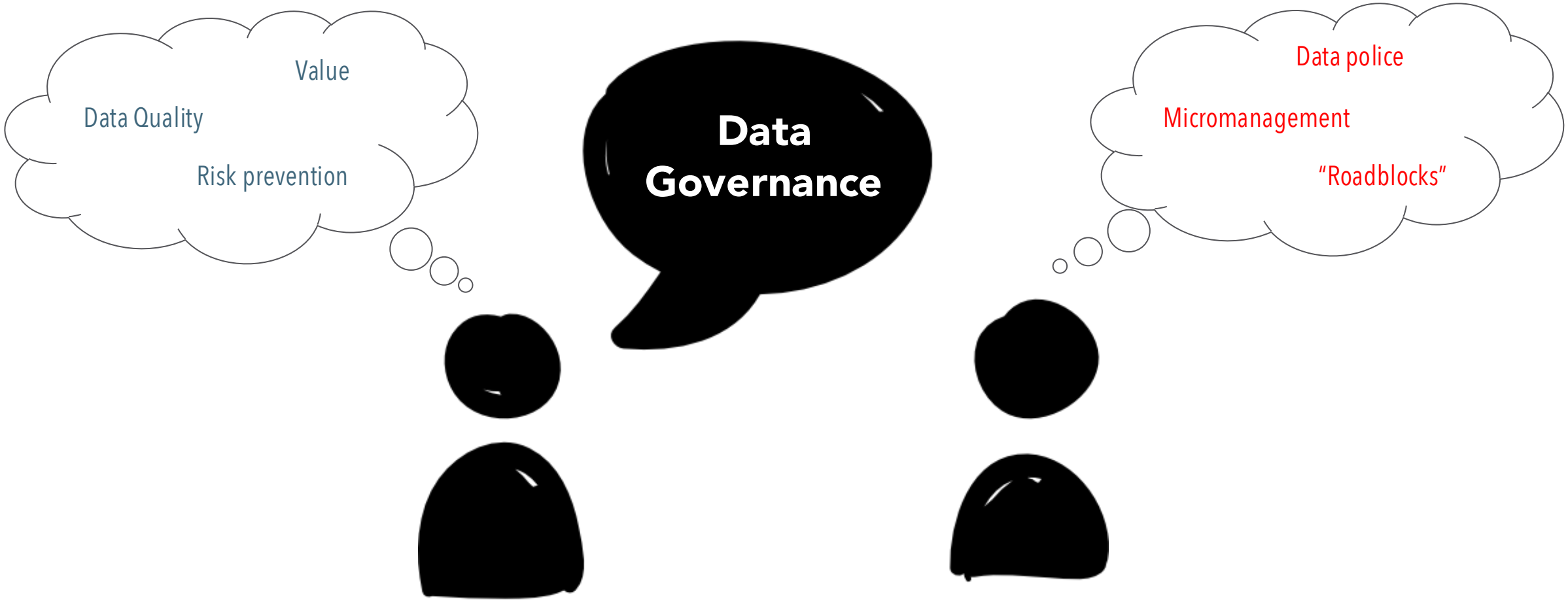
HEAD OF MARKETING @ DAMA GERMANY

CREATOR OF THE
”DIGITAL ANALYTICS ANTHEM”
& “GOVERNORS OF DATA”

BORN AND RAISED IN GERMANY,
PARENTS FROM CHINA



THE WORLD OF DATA & AI IS FULL OF BIAS & MISUNDERSTANDINGS



DATA IS MORE POPULAR THAN EVER – FOR BETTER OR WORSE

Higher speed & More complexity

New business models, change of business processes

Increased data literacy & data democratization

More data usage, hard to oversee use cases

Extensive regulations / law environment

Data privacy, ESG, AI and more regulations drive change

New technologies / industry trends

New technologies and trends demand more from data (i.e. AI)

We need a **Data Strategy** that maximizes the value of data while minimizing the risks. People, process and technology need to all work together to make it work.

WE ALL HAVE A ROLE TO PLAY IN THE FIELD OF DATA

DATA PRODUCERS

Everyone who creates original data for the organization

DATA PROCESSORS

Everyone who makes sure that data gets from A to B within the organization

DATA CONSUMERS

Everyone who is using data for any kind of purpose in their day to day

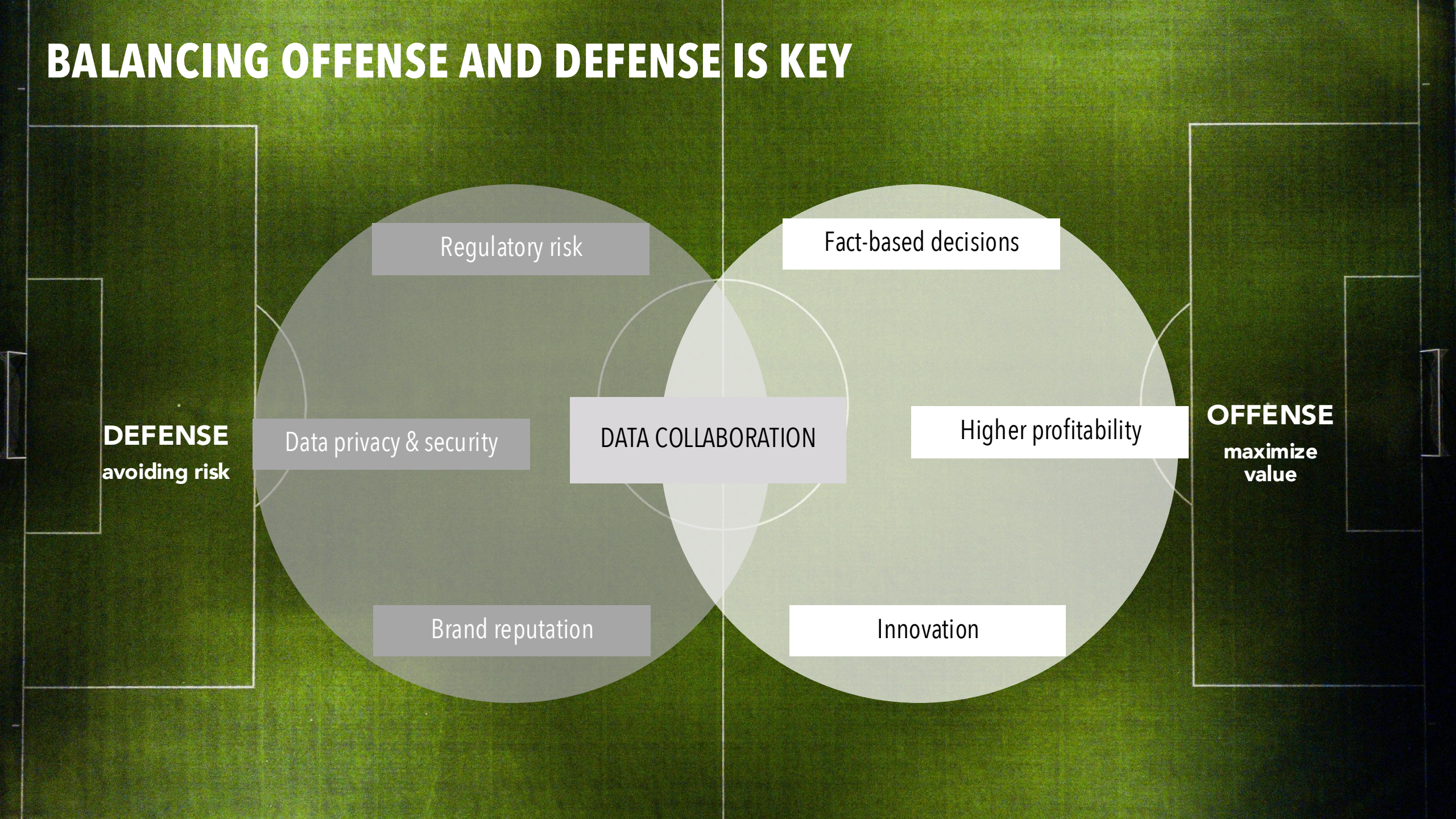
DATA ENABLERS

Everyone who is enabling others to become more data-affine

DATA TRANSLATORS

Everyone who makes sense and thereby value out of data

BALANCING OFFENSE AND DEFENSE IS KEY

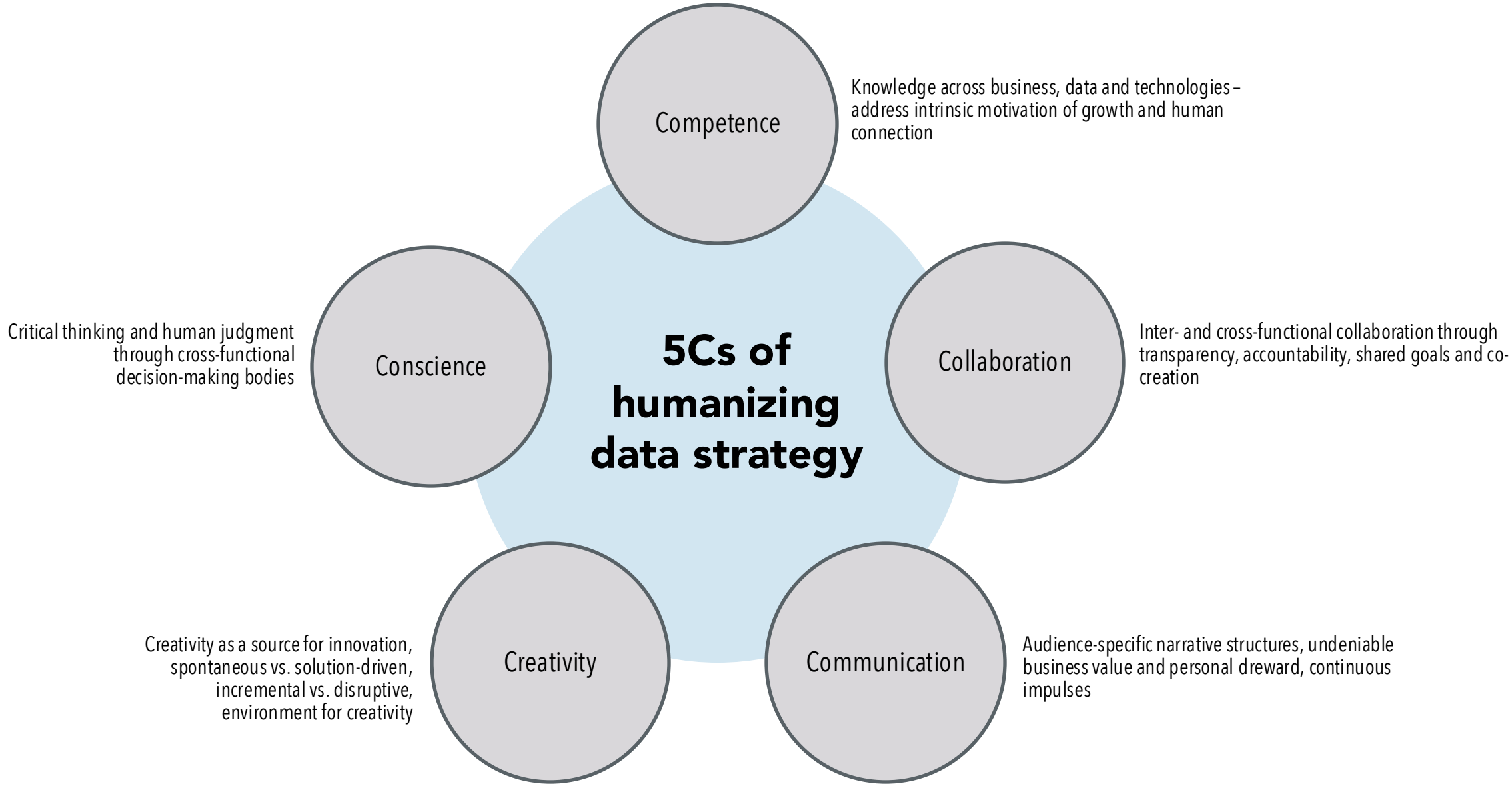


WHY WE NEED DATA STRATEGY & DATA GOVERNANCE

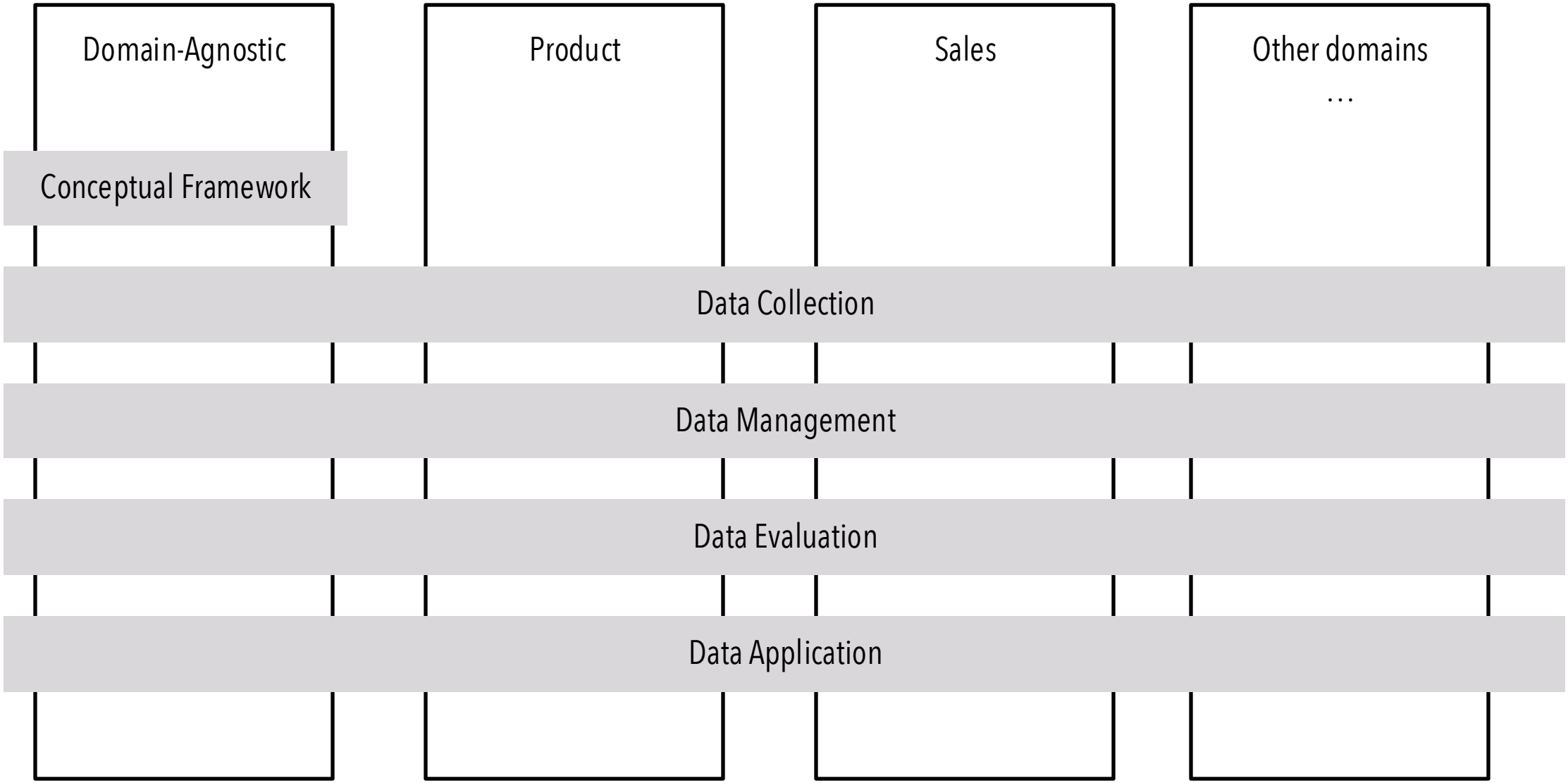
DATA STRATEGY: THE COACHES, ENSURING THAT ALL PLAYERS HAVE CLEAR ROLES & CONTRIBUTIONS, THEY PLAY IN THE SAME DIRECTION WITH THE RIGHT PROCESSES AND TOOLS.

DATA GOVERNANCE: THE REFEREES, ENSURING THAT EVERYONE PLAYS FAIR AND THAT NO "WRONG" THINGS ARE BEING DONE.

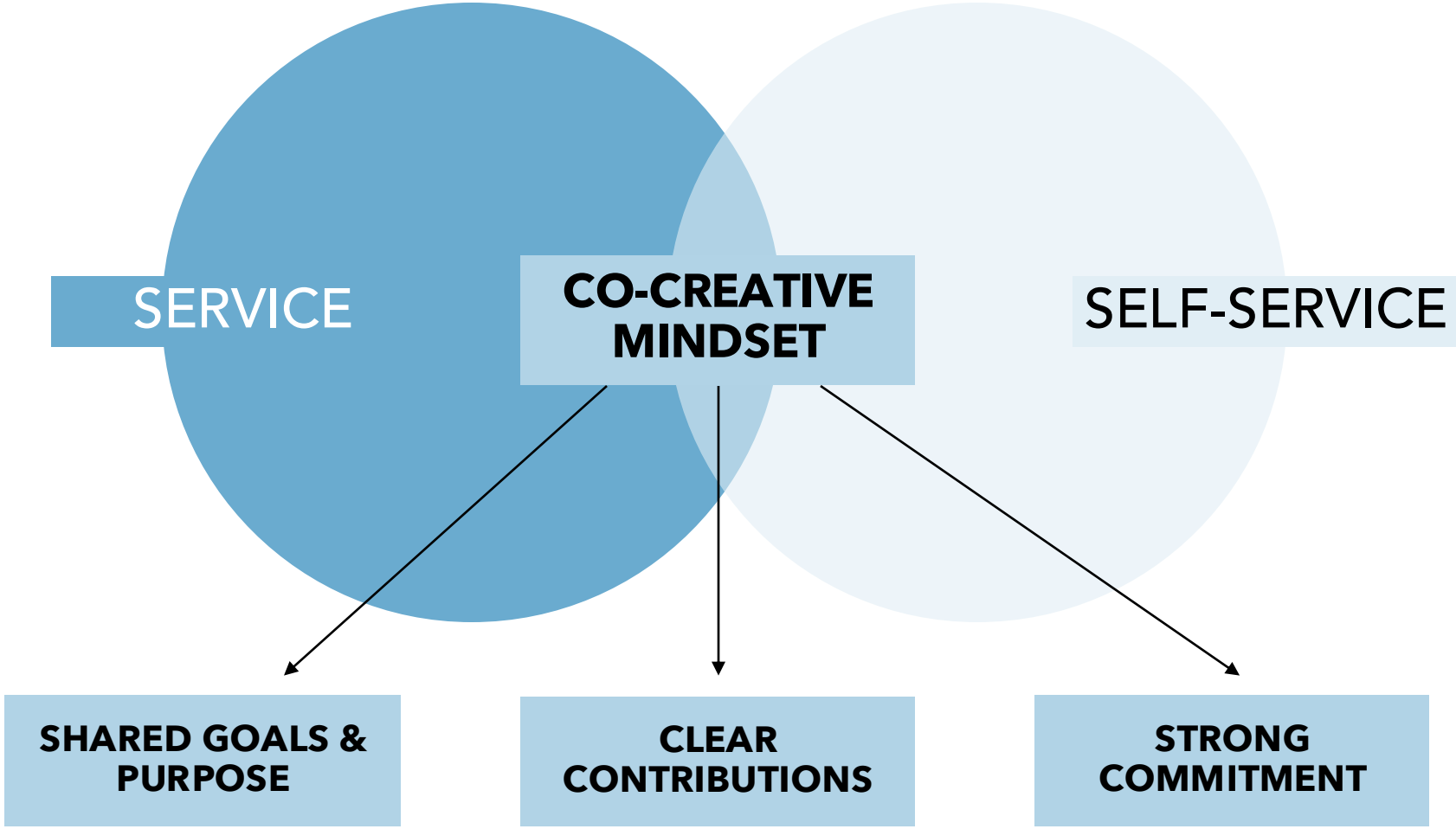
WHAT DOES HUMANIZING DATA STRATEGY MEAN?



DATA LITERACY NEEDS TO BE PAIRED WITH BUSINESS ACUMEN



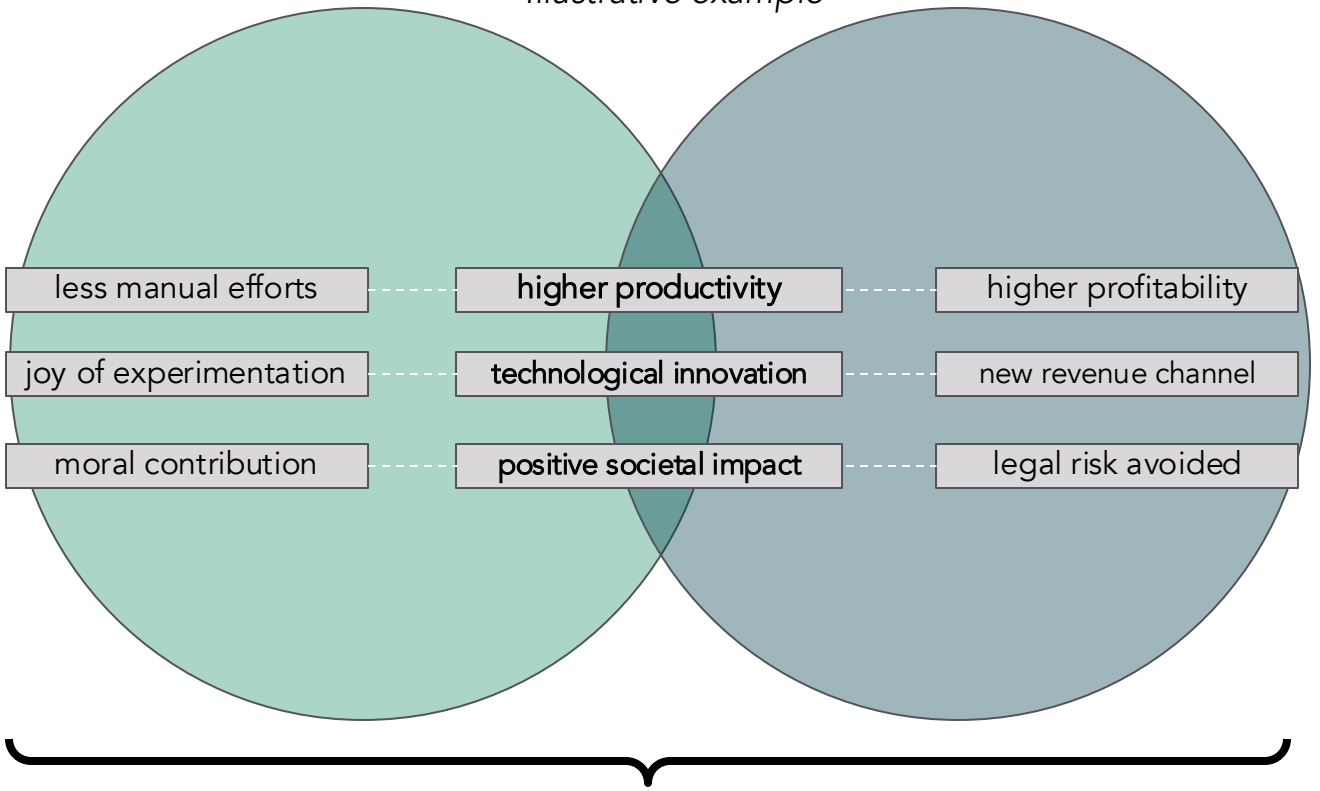
CO-CREATION AS A MINDSET FOR COLLABORATION



FRAMING VALUE ON BUSINESS & PERSONAL LEVEL

Illustrative example

Personal reward



Business impact

What should be recognized

CREATIVITY IN DATA NEEDS THE RIGHT ENVIRONMENT

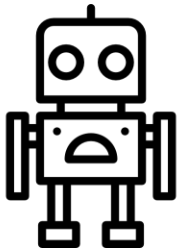
"THE ENEMY OF CREATIVITY IS COMMON SENSE"
(PICASSO)

FOUR TYPES OF CURRENTLY BURNING DATA CONCERNS

Data Privacy Concerns
Secure management of personally identifiable information

Data Security Concerns
Ensuring sensitive information doesn't get into the wrong hands

Data Ethics Concerns
Avoiding and preventing disadvantages to specific groups of people



Ungoverned AI
Models being trained with fair data and being transparent and explainable

WE NEED INCREASINGLY CROSS-FUNCTIONAL EXPERTISE TO IDENTIFY, PREVENT AND MITIGATE DATA RISKS THROUGH CRITICAL THINKING & DEFINED DECISION-MAKING PROCESSES.

CLOSING WORDS

TECHNOLOGY SHOULD SUPPORT
AND NOT REPLACE HUMANITY.

WORKING IN DATA IS NOT ONLY EXCITING,
IT COMES WITH RESPONSIBILITY.

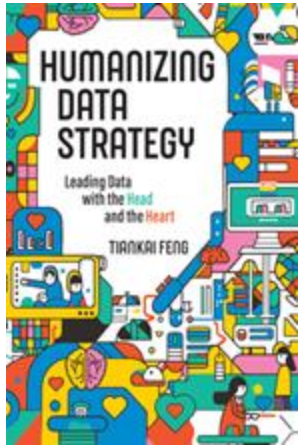
DATA SHOULD BE TAKEN SERIOUSLY,
BUT WE CAN STILL HAVE FUN WORKING WITH IT.

THE FUTURE OF DATA LIES IN ALL OF OUR (HUMAN) HANDS. GOOD LUCK!

GOVERNORS
OF DATA
A SONG ABOUT
DATA GOVERNANCE

THANK YOU!

“HUMANIZING DATA STRATEGY”



ANY QUESTIONS?

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