

# Disrupting Data Governance

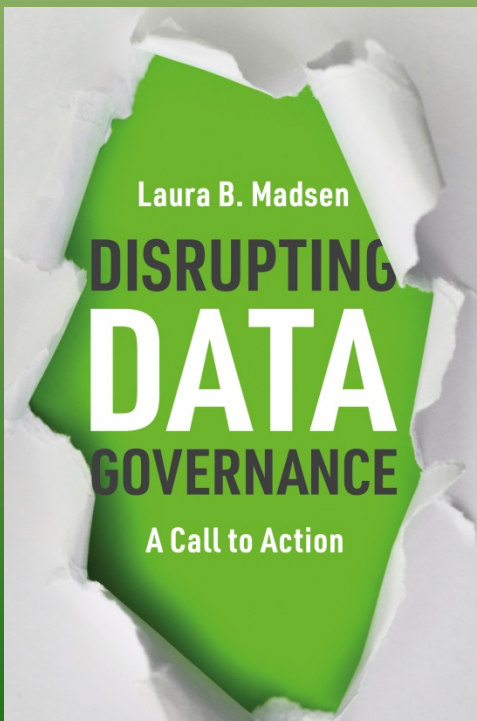
Data governance is broken. It's time we fix it.

Laura Madsen shows you how to redefine governance for the modern age. With a casual, witty style Madsen taps on her decades of experience, shares interviews with other best-in-field experts and grounds her perspective in research. Witness where it all fell apart, challenge long-held beliefs, and commit to a fundamental shift—that governance is not about stopping or preventing usage but about supporting the usage of data. Be able to bring back *trust* and *value* to our data governance functions, and learn the:

- People-driven approach to governance
- Processes that support the tsunami of data
- Cutting edge technology that's enabling data governance

#### Laura B. Madsen

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## About the Author

Laura Madsen has over 20 years of experience in data governance and analytics, and is a frequent conference speaker. She's a selfless champion for diversity, inclusion and gender equity matters through organizations like Sistech. Laura co-founded the Minneapolis-based consulting firm Via Gurus with the focus of helping companies define and execute successful data strategies. You should also know Laura is a Halestorm fan, myth-buster, BS caller, and has perfected the art of cynicism.