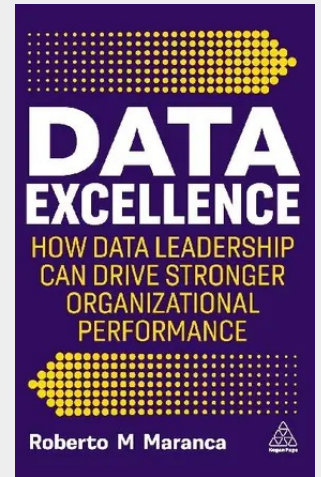


Data Excellence

How Data Leadership Can Drive Stronger Organizational Performance

How can data leaders build long-term value in the era of AI? *Data Excellence* by **Roberto Maranca** is the strategic guide for Chief Data Officers, VPs, Directors and consultants responsible for delivering sustained, measurable data performance. Combining tactical insight with long-term vision, this book shows how to embed data leadership across the enterprise and drive real organizational value, beyond just tools or tech. Framing the data leader as a performance coach, it offers a clear methodology for building scalable data capabilities that align with AI-driven transformation, governance and business goals. You'll learn how to: - Build a culture of data performance through behavior and mindset shifts - Strengthen change execution and align initiatives across business units - Deliver measurable value through data productization and cost-benefit analysis - Evaluate risk and control functions across the data lifecycle - Apply performance diagnostics including use-case readiness and initiative mapping With practical tools and strategic depth, *Data Excellence* equips senior data leaders to future-proof their organizations and lead with impact in an increasingly AI-powered landscape. **Themes include:** data leadership, organizational performance, AI-era transformation, data culture, value generation, data governance

Discover how to approach data leadership in a way that will steer organizations to deliver effective, improved and sustained data performance in the era of AI. *Data Excellence* shows how data leaders can strategize and deliver effective data capabilities, value generation and performance for their organization amid the rapid transformation driven by AI and digital disruption. It covers the three key pillars organizations must address to achieve data excellence: culture change, improving the way change is done and generating, measuring and sustaining data value for the organization. The book also provides guidance on positioning data leaders as personal trainers, responsible for preparing and coaching their organization to professional excellence through tailoring a long-term and sustainable performance plan. Roberto Maranca draws on his extensive experience to demonstrate that true data leadership transcends technology hype. Featuring key components such as data fitness assessments, data debt evaluation, the Data Excellence Operating Model (DeXOM) and real-world examples, senior executives will learn how to navigate evolving regulatory landscapes, ethical challenges and accelerating technological change while ensuring data initiatives deliver measurable outcomes. *Data Excellence* equips leaders to confidently guide their companies through the complexities of a data-driven world, harnessing AI's potential responsibly and effectively to create lasting competitive advantage and societal impact.



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