

Burns

The Strategic Data Leader

Build Influence, Credibility and Real Impact

Turn data into a strategic driver of business performance, not just a reporting function. In many organizations, data is still brought in too late, limited to reporting on performance rather than driving it. ***The Strategic Data Leader*** by **Tristan Burns** is a practical guide for senior data leaders, CDOs and analytics directors who want to move beyond dashboards and delivery to shape business strategy and influence decision-making at the highest level. This book shows how to reposition data as a core strategic capability by aligning it with business priorities, speaking the language of leadership and embedding it into decision-making processes from the start. Through real-world examples across industries including shipping, investment banking, SaaS, education and consultancy, this book demonstrates how to elevate your role and impact. You will learn how to: - Position data as a strategic business partner, not support function - Influence senior stakeholders and shape high-impact decisions - Build business-focused data strategies, not technical wish lists - Engage earlier with insight-led recommendations, not just analysis - Connect data initiatives directly to measurable business outcomes Whether you are leading a data function or shaping enterprise-wide strategy, discover how to drive influence, credibility and long-term competitive advantage. **Themes include:** *data strategy, data leadership, business alignment, decision-making, stakeholder influence, analytics transformation*

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