

Peter Vennel Nominee Statement

I am motivated to serve on the DAMA International® Board because I believe deeply in the transformative power of data to shape organizations, industries, and communities. Data is no longer a byproduct of operations; it is a strategic asset. DAMA-I is uniquely positioned to guide professionals and organizations worldwide in managing data responsibly, ethically, and effectively.

As the current VP of Operations for DAMA-I (2024–2025), I've had the opportunity to contribute during a pivotal period. I helped lead our transition from a tactical board to a more strategic, mission-driven body, working closely with the Executive Director and board to strengthen governance, build operational capacity, and develop a foundation for global alignment. I chaired the 2024 Elections Committee, co-chaired the Achievement Awards Committee, and helped select our AMS platform to modernize operations.

In my corporate role as part of the Global Data Office leadership at Equifax, I manage enterprise data governance initiatives across six continents. I lead global stewardship programs, drive metadata and Collibra implementations, and partner with executives to embed governance into business operations. These experiences give me a global perspective and a practical understanding of strategic data leadership.

I've also spent over a decade in nonprofit leadership. I am the Founding President and current Treasurer of DAMA Georgia, where I've led initiatives across finance, programs, membership, and operations. I serve on the board of TAG's Data Governance Society and have held advisory roles with the Alpharetta YMCA and Kennesaw State University. These experiences reinforce my belief that transparency, collaboration, and inclusive leadership are essential to nonprofit success.

My vision for DAMA International includes expanding our global reach, supporting chapters through inclusive governance, and elevating DAMA's role in emerging areas like AI governance, data ethics, and literacy. I want to strengthen chapter-central collaboration, empower volunteers, and ensure DAMA remains a trusted voice in our profession.

What I bring is a blend of nonprofit service, enterprise strategy, and global execution. I have a track record of delivering results through structured governance, financial stewardship, and people-first leadership. I'm passionate about mentoring the next generation of data professionals and helping DAMA become a more connected, forward-looking organization.

Serving on the board is more than a role—it's a commitment to our shared future. I'm honored to contribute and eager to continue collaborating with peers and chapters worldwide to shape the next chapter of DAMA International."