

My motivation to serve on the DAMA International Board of Directors comes from a deep commitment to strengthening and supporting DAMA's global network of chapters and practitioners. Throughout my career, I have been fortunate to witness how the principles of data management transform not only organizations but also the professionals who champion them. DAMA has been central to this evolution, and I see Board service as both a privilege and a responsibility—an opportunity to give back to the profession that has shaped my life's work.

What excites me most about this opportunity is the chance to amplify the vitality of DAMA chapters. Chapters are where global vision meets local action: they are the communities that foster connection, deliver education, and create meaningful impact for data professionals at every career stage. I have seen firsthand how the creativity and energy of chapters inspire their members—through events, peer engagement, and professional development. My motivation is to ensure that every chapter has the operational strength, visibility, and innovative capacity to thrive in a rapidly evolving data landscape.

Equally important, this role aligns with my personal passion for community building, leadership development, and ethical stewardship of data. DAMA is uniquely positioned to influence the next generation of data professionals and to shape global conversations around responsible, ethical, and impactful data management. Serving on the Board would allow me to contribute to this vision while supporting the chapters that bring DAMA's mission to life. It is both an honor I aspire to and a responsibility I am ready to embrace wholeheartedly.

Over the past three decades, I have built a career at the intersection of data governance, strategy, and organizational change. My work has spanned multiple industries and sectors, providing me with a holistic understanding of how data management principles can be applied in diverse contexts. More importantly, my journey has equipped me with a set of experiences that are directly relevant to DAMA's mission.

I have led enterprise-level data initiatives that aligned governance frameworks with business strategy, embedding quality and accountability into organizational culture. In doing so, I have applied proven methodologies such as Six Sigma, ISO 9000, and CMMI, always to translate theory into practical, measurable outcomes. These experiences have taught me the importance of both rigor and adaptability.

Another cornerstone of my background is capacity building. I have developed playbooks, standard operating procedures, and evaluation tools to help organizations grow efficiently and sustainably. These resources directly parallel what DAMA offers through its Chapter Operations Manual and support structures, and I see significant opportunities to enhance and expand them.

Ultimately, my experience working with international teams has provided me with a truly global perspective. I understand how cultural context shapes professional practice, and I have learned how to tailor solutions that are locally meaningful while staying aligned to a shared global mission. This perspective is invaluable in supporting DAMA's diverse, worldwide community.

If elected to the Board, my focus would be on advancing four interconnected areas that are critical to DAMA's mission and long-term success.

The first is **strengthening chapters**. Chapters are the operational and cultural heart of DAMA. They are where the mission is lived day-to-day, and their sustainability is central to the association's global impact. I want to develop and promote reusable resources—toolkits, templates, event models, and governance frameworks—that make it easier for chapters to serve their members and deliver consistent value. Equally, I would like to foster mentorship between chapters so they can learn from each other's successes and challenges.

The second area is **volunteer development and recognition**. Many chapters face leadership transitions, burnout, or gaps in volunteer pipelines. I would prioritize creating a structured framework for volunteer engagement: leadership onboarding guides, mentorship pathways, and recognition programs that honor creativity, diversity, and impact. Recognizing and nurturing volunteers is essential to sustaining chapter vitality and ensuring a strong future leadership base for DAMA.

The third focus area is **cross-chapter collaboration**. Too often, chapters operate in isolation, even though they share similar challenges and opportunities. By creating forums, regional alliances, and communities of practice, I aim to strengthen collaboration across chapters—enabling them to share knowledge, run joint initiatives, and innovate together. This collaboration not only enriches the chapters themselves but also strengthens DAMA's collective identity and reach.

Finally, I want to support DAMA's role in **global leadership for data management**. Our field is at a pivotal moment, with pressing conversations around ethics, AI, data literacy, and responsible governance. DAMA is uniquely positioned to shape these conversations on the world stage, but that influence is only possible if our chapters are strong, connected, and empowered. My contribution would be to ensure that the infrastructure, tools, and leadership development are in place to amplify DAMA's global voice while addressing local needs.