Career Success in the Data Profession

...in Turbulent Times

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www.speakerrate.com/karenlopez
Karen López is a principal consultant at InfoAdvisors. She specializes in the practical application of data management principles. Karen is also the ListMistress and moderator of the Discussion Groups at www.infoadvisors.com and dm-discuss.

She wants you to Love Your Data

About this Presentation
Your opinion counts
Contributions are required
Ask Questions at any time

@datachick
Why This Topic?

I want you to be successful

POLL: Who Are You?
Jobs – Posts and Openings

Where are the best jobs posted?

Who knows where the best jobs are?

Who cares about seeing you have a great job?

Who do you know?

Agenda

1. Demonstrating your expertise
2. Building a portfolio of your success stories
3. Getting others to sell your skills and business value
4. Building & extending your data management skill set
5. 10 Steps to highlighting you and your work
Demonstrating Your Expertise

What is This?
Got Procs?

Create Procedure GetSalesById
{
  @Id int,
  @Sales money OUTPUT
}
As
SELECT @Sales = sales
FROM sample
WHERE id = @Id

Create Procedure GetNameInfoById
{
  @Id int
}
As
SELECT first_name, last_name

Got Metrics?

Tables
Columns
DB Sizes
Users – Concurrent, actual
Applications
Team sizes
Budgets
What else isn’t proprietary?

Building a Portfolio of Your Success Stories

Business Value Questions
- What is your Social Proof
- What does the product help the Customer do? Who is the Customer?
- What’s the Metaphor?
- What’s the Big Problem or Opportunity?
- What is your current Traction?
- What is your Team's past Success?
- Why are you bothering to Explain?
- What is your Call to Action?

Getting Others to Sell “You”

Recommendations For Karen
Owner, Sr. Methodologist, Project Manager, Data Architect
Infobasix

The pleasure of knowing and working with Karen Lopez is very rewarding. Karen’s magnetic personality paired with her patience and expertise in technology made my every meeting with her a fulfilling experience.”
April 15, 2000
Gena McClellan, Program Coordinator, National Retail Federation
was with another company when working with Karen at Infobasix

“Karen is a great professional and helped us training and supporting our web based forum site at http://shipforum.com for many years.
It’s a pleasure working with her.”
February 10, 2000
Top qualities: Great Results, On Time, High Integrity
Gena McClellan, Program Coordinator, National Retail Federation
was with another company when working with Karen at Infobasix

“I enjoy working with Karen and I warmly recommend her. She knows the product...at a detail level, she is solution oriented and always courteous and very professional.”
January 15, 2004
Mat Janssens, Sales, Encorecontent Technologies
was with another company when working with Karen at Infobasix

“Karen is a recognized expert in the field of data management and has impeccable credentials in that respect. She is a wonderful asset to any company fortunate enough to engage her. Additionally, Karen is a great person to meet and work with, personable and open, demonstrating concern and caring character in every situation I have observed. She runs Infobasix very professionally.”
August 27, 2006
Michael Knie, Director, DatabaseOrg
was with another company when working with Karen at Infobasix

“Karen’s expertise at data analysis is well respected. Karen’s combination of business knowledge and data analysis skills enabled her to be one of the key subject matter experts at MLVR.”
February 21, 2006
Ray Cruz
was with another company when working with Karen at Infobasix
Getting Others to Sell “You”
Getting Others to Sell “You”

facebook

foursquare

twitter

LinkedIn®
Depth vs. Breadth

Building your skillset
Awesomeness

“Poo” by Kendra Little - @kendra_little

10 Steps to Highlighting You and Your Work

Be Your Own Chief Marketing Officer
Recruit Sales Staff

Be a Sales Person for Others
Engage, Don’t Just Join
Quality over Quantity

Be a Portfolio Manager
Collect Metrics

Think Across and Down The Zachman Framework
(Re)Examine Your Definition of Work

Summary

1. Be your own chief marketing manager
2. Recruit sales staff
3. Sell for others
4. Network when you don’t need to
5. Engage, don’t just join
Summary

6. Quality over quantity
7. Be a portfolio manager
8. Collect metrics
9. Think across and down the Zachman Framework
10. (Re)examine your definition of work

Thank You!
Feedback, questions, comments are always appreciated.

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THANK YOU!