



# **DAMA UK**

**LEEDS EVENT 11<sup>TH</sup> JUNE**



***Data & AI Panel  
discussion hosted by  
Fehmina Nawaz.***



# Panel Topics



“ Data & AI are changing Education ”

“ Do you let AI organically happened or do you put a plan in place? ”

“ AI won't take your job, but someone who knows how to use it will ”

“ How do we build trust in how we interpret data? ”

“ How can the data profession resonate with our organisations and be more relevant? ”

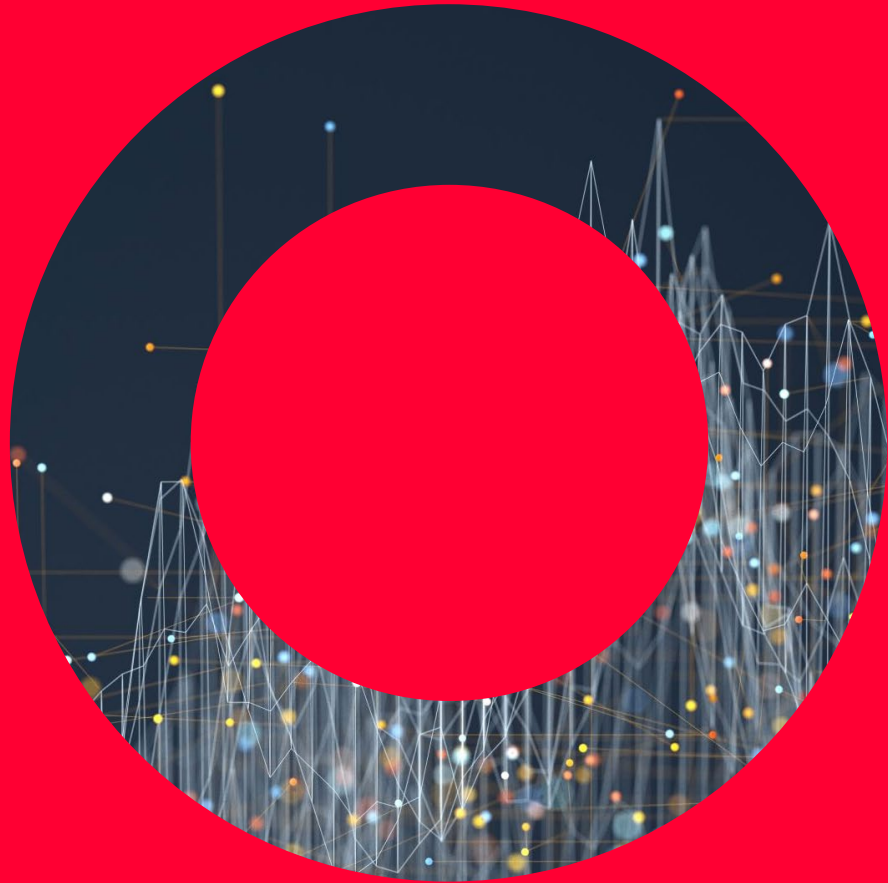
“ How are you planning to innovate using AI within your organisations ”





***Developing your career in  
data with Mark Dexter  
and Robert Lancashire.***





# Developing Your Career in Data


Rob Lancashire – Oakland

Oakland




Mark Dexter – The Data Talent Scout


# Introduction




**The Evolution of the Data Industry**  
How have we got here?



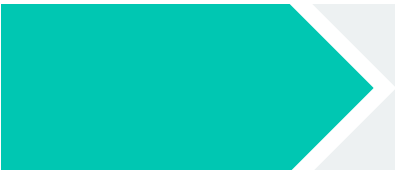
**The Data Landscape**  
The current trends in data



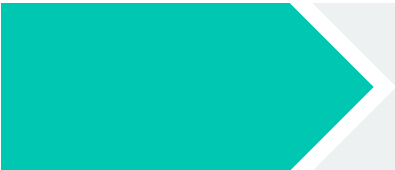
**Build A Strong Foundation**  
The key skills needed in data



**Real-World Insights**  
Lived experiences and examples

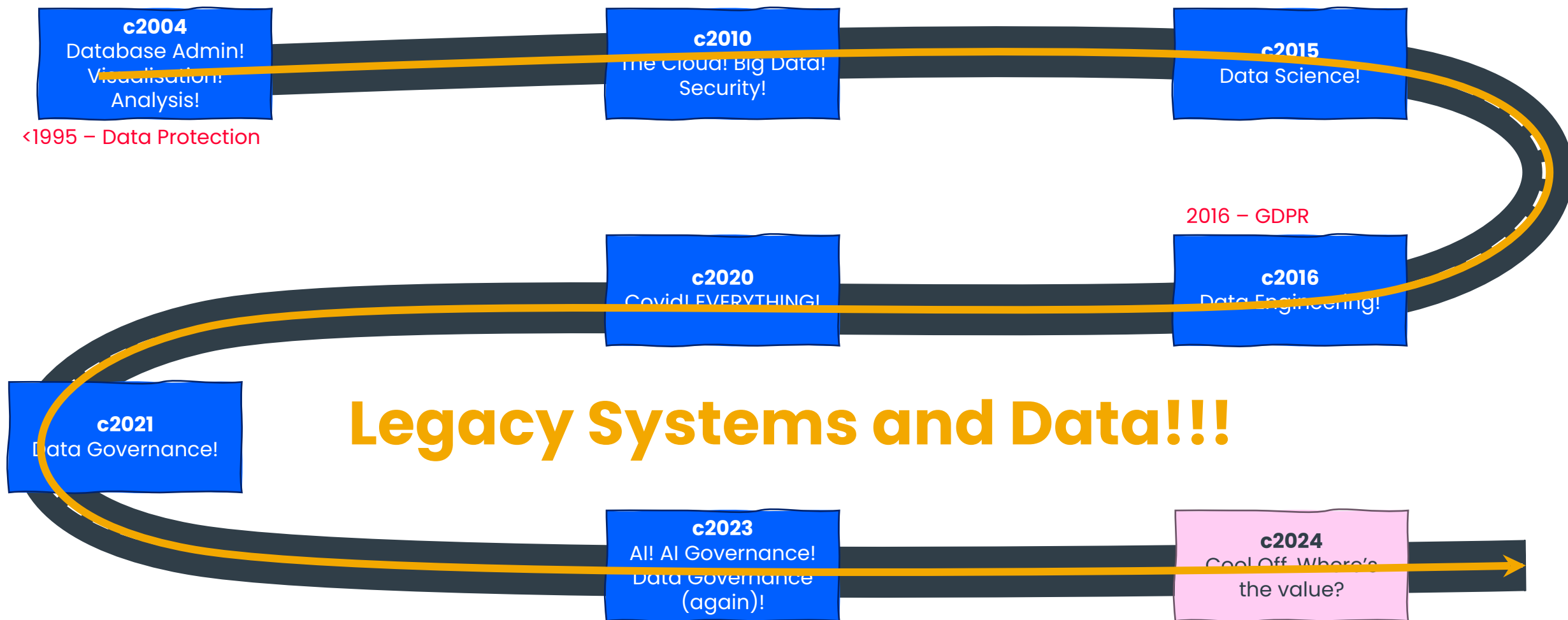


**Career Pathways in Data**  
From entry to leadership



**Navigating the Job Market**  
How to stand out

# The Evolution of the Data Industry



# Understanding the Data Landscape

**Cross Industry**



**Visualisation & Legacy (heritage) support**



**Cloud & Hybrid Data Architectures**



**Real-Time Data Processing**



**Domain-oriented data ownership**



**Data Governance & Compliance**



**AI & Machine Learning Integration**



**Synthetic Data & Privacy-Preservation**



# Understanding the Data Landscape

**Trend:** AI for diagnostics, patient data interoperability, and predictive analytics.

**Focus:** Privacy (HIPAA, GDPR), data sharing for research, and real-world evidence from wearables

## Healthcare



**Trend:** Real-time fraud detection, algorithmic trading, and regulatory reporting automation.

**Focus:** Data lineage, explainable AI, and compliance with Basel III, MiFID II, and ESG reporting.

## Finance & Banking



**Trend:** Hyper-personalisation, customer journey analytics, and demand forecasting.

**Focus:** 1st-party data strategies post-cookie era, real-time inventory and pricing optimisation.

## Retail & eCommerce



**Trend:** IoT data integration, predictive maintenance, and digital twins.

**Focus:** Edge computing, data standardisation, and secure data sharing across supply chains.

## Manufacturing & Utilities



**Trend:** Open data initiatives, smart city analytics, and crisis response data platforms.

**Focus:** Transparency, citizen data privacy, and cross-agency data interoperability.

## Public Sector & Government



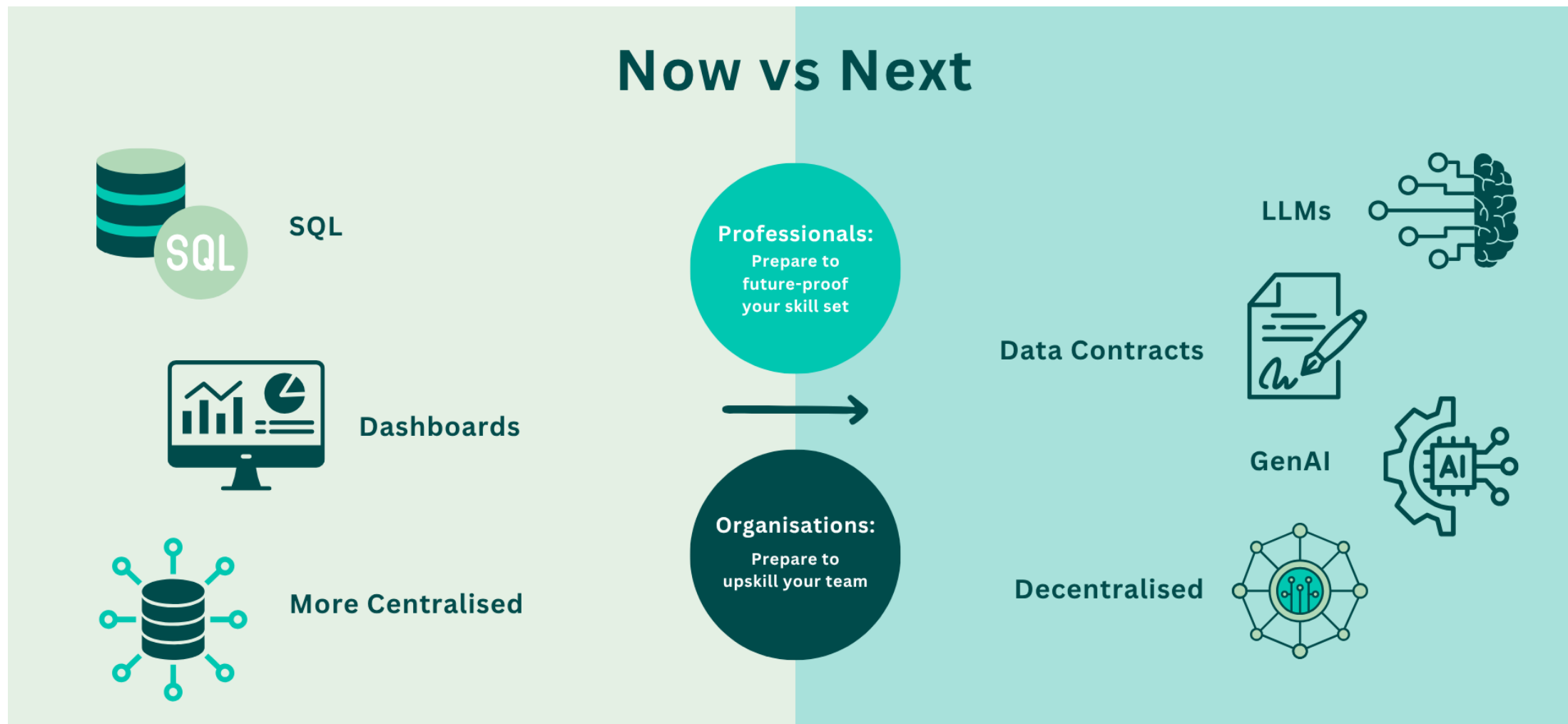
**Trend:** Learning analytics, adaptive learning platforms, and student success prediction.

**Focus:** Ethical use of student data, accessibility, and data-driven curriculum design.

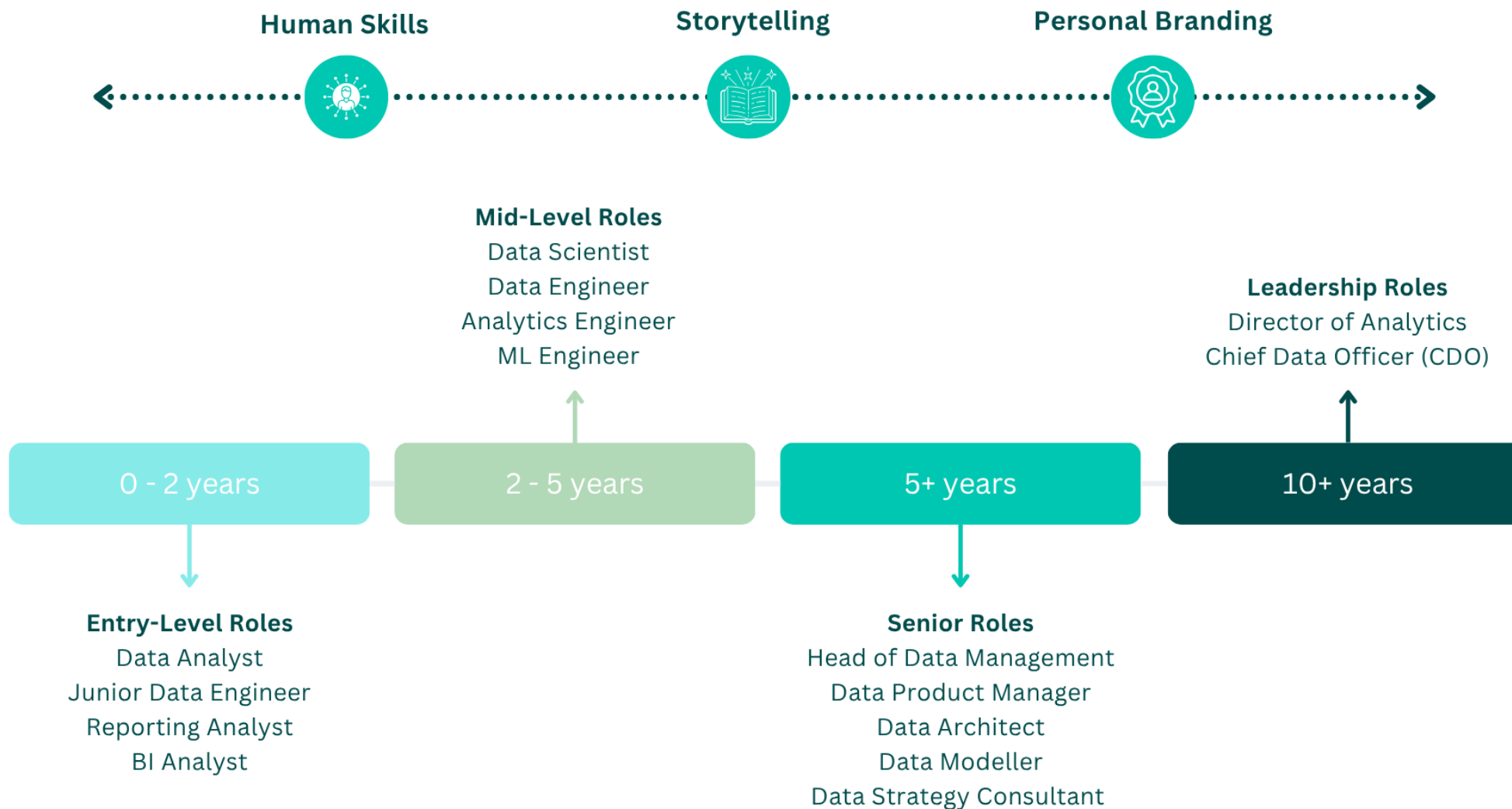
## Education



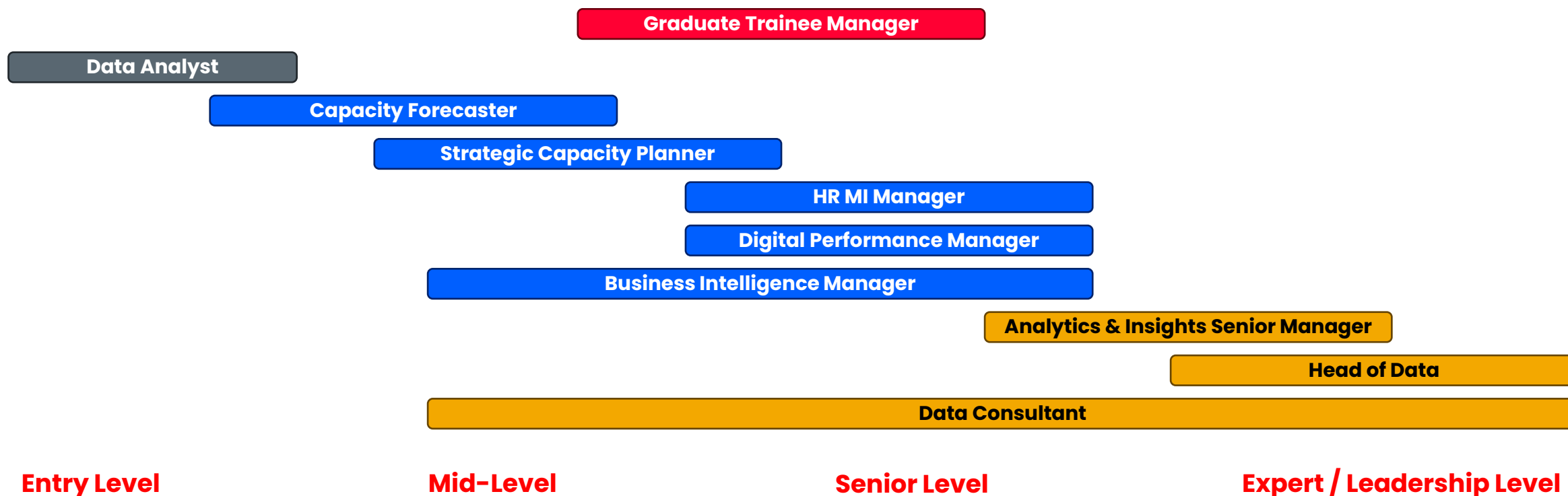
# Future of the Data Industry



# Career Pathways in Data



# My development journey





# Building Skills for the Future

## Entry-Level

उदरगतकालः लघुप्रारम्भिकवर्षादवस्था इवम् इतिरूपम्

**Core Focus:** Learning to Execute

**Curiosity & Eagerness to Learn:** Actively seeking knowledge.

**Attention to Detail:** Ensuring accuracy in data and tasks.

**Basic Communication:** Clearly asking questions and listening effectively.

**Teamwork & Collaboration:** Working effectively with others.

**Problem-Solving (Structured):** Approaching issues logically.

**Tech Skills:** Basic data literacy, Excel/Sheets, SQL fundamentals, intro to visualisation tools (e.g., Tableau Public, Power BI Desktop).

## Mid-Level

*Data Analysts, Data Scientists, BI Developers, Governance Analysts*

**Core Focus:** Individual Excellence & Adding Value

**Storytelling with Data:** Crafting compelling narratives from insights.

**Advanced Communication:** Explaining complex concepts simply.

**Critical Thinking:** Objectively analysing information to form judgments.

**Stakeholder Management (Basic):** Understanding and meeting stakeholder needs.

**Adaptability & Flexibility:** Adjusting to new tools, data, and project pivots.

**Tech Skills:** Python/R programming, statistical analysis, advanced SQL, dashboarding (Tableau, Power BI), ML fundamentals, data wrangling, MDM or DG tools

**Tech Skills:** Deep domain expertise, research & development, setting technological vision, industry influence, large-scale system oversight.

# Understanding yourself

**Universal!**

उत्तराखण्ड

**Core Focus:** Understanding Yourself

**Examples:**

**MBTi Personality Assessment:** Understanding your personality and how it works with others (e.g. 16personalities.com)

**Insights Test:** Guiding teams and developing talent. (e.g. Surrounded by idiots (book))

**Collaborative Intelligence:** Mind Patterns, Thinking Talents, Inquiry, Mind Share (e.g. Collaborative Intelligence (book))

अहमद इवढइ इवढइ इपख4

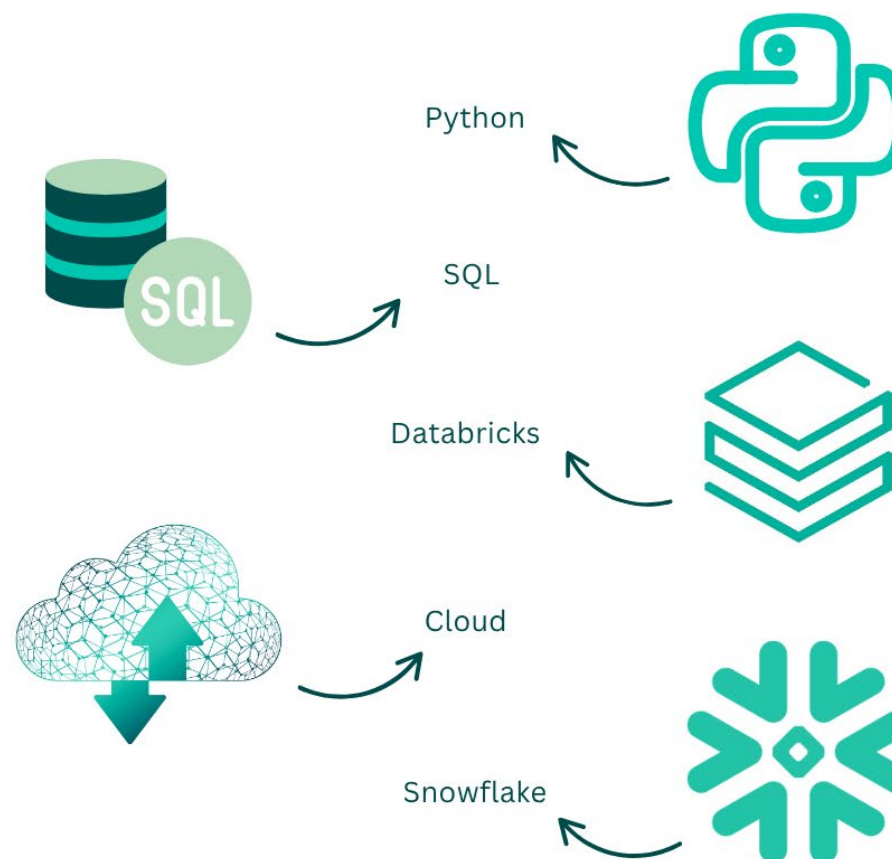


# Navigating the Job Market

## Recruiter Tips



## In-Demand Skills





# Closing Remarks

- **Constant Change:** The Data Industry is evolving constantly, largely driven by technical advances
- **Start Simple:** Don't forget that the simple solutions are often the best
- **Soft skills win:** Whilst technology advances all the time, human skills are fundamental for success and will always be key for success
- **Skill development isn't linear:** Keep searching for things that will support your personal development and don't feel you can't change your path
- **Understand yourself:** It will help you understand others and how to get the most from working relationships
- **Plan two years ahead:** where do you want to be
- **Network accordingly:** attend relevant conferences and events
- **Learn relevant skills:** courses but also ask internally to get involved
- **Expert Guidance:** Seek out a relevant mentor