



# Evolving role of Chief Data Analytics Officer

Varun Verma  
CDAO L'Oréal ANZ

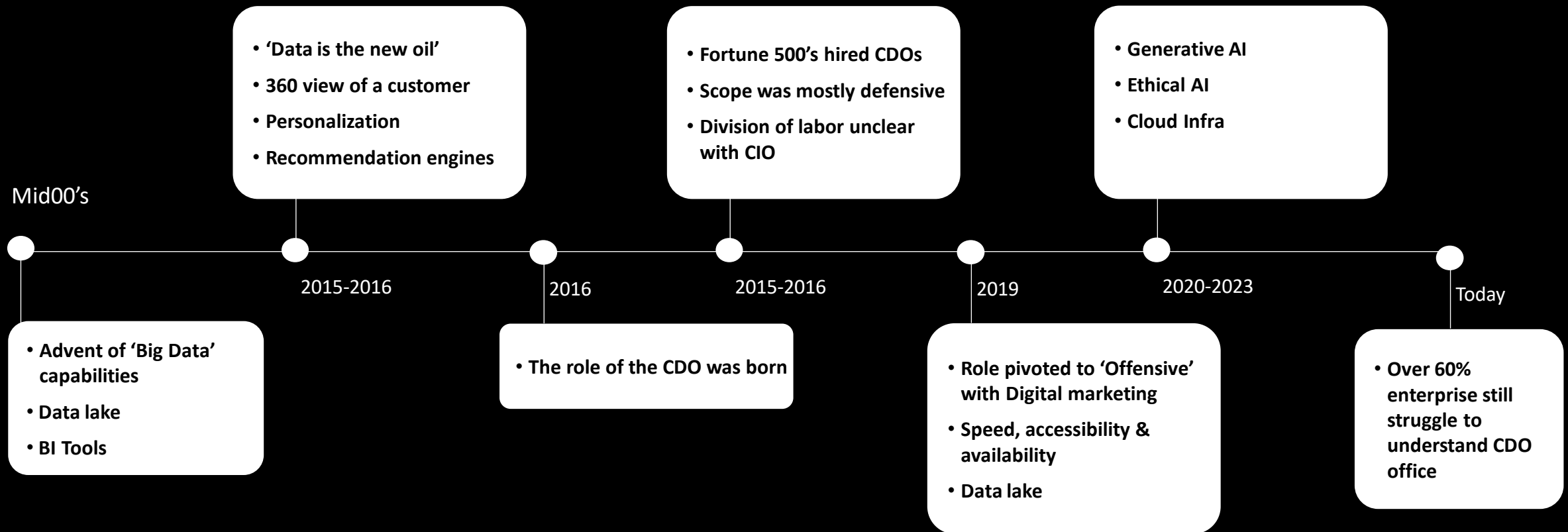
# About Me



Patent owner



# The evolution of CDO



# CDAO - Role as of today

## Strategic leadership

Vision, align business objectives, enable opportunities with data, prioritisation, roadmap.

## Cross-Functional Collaboration

Integrating with relevant business functions, identifying opportunities, work closely with business stakeholders and users.

## Customer-Centricity

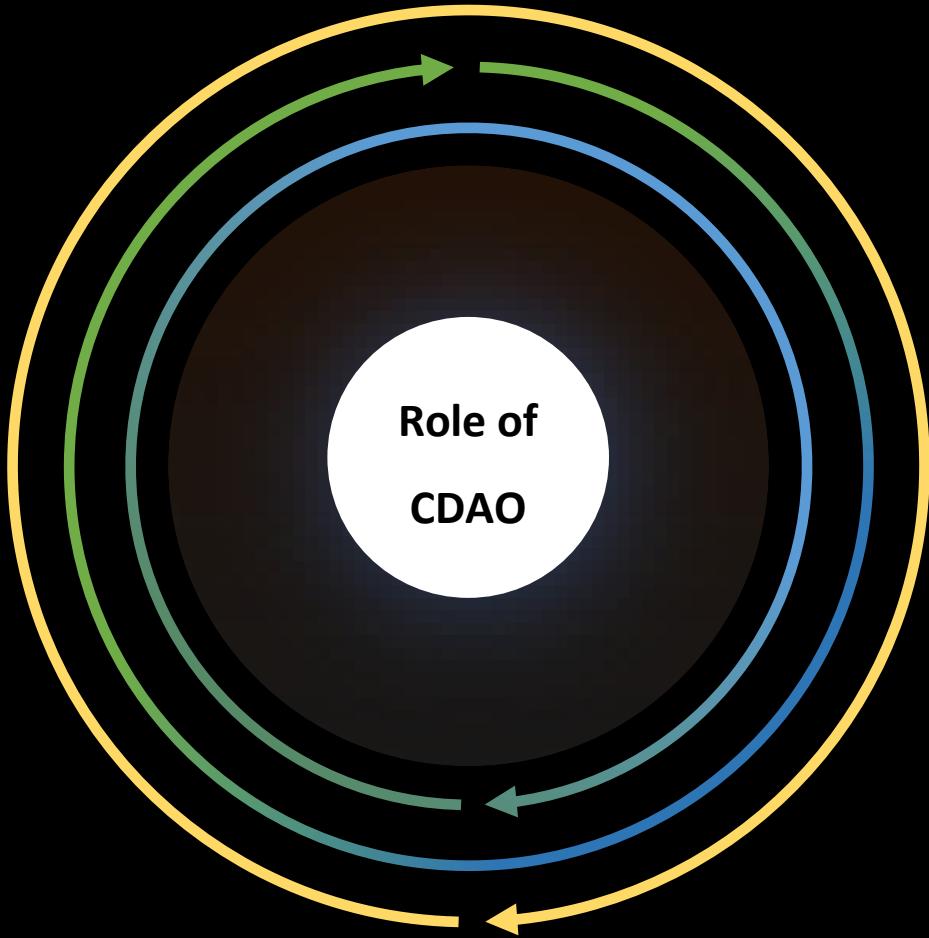
Internal – better tools, data democratisation and external – business objective

## Business Impact

\$\$ value, time-saving, ease of use, unblocking barriers, automation

## Communication & marketing

Communicate success, continuous reminder of things WIP, excite users for data



## Talent Development

Continuous learning, Diverse opportunities, talent retention

## Data Governance and Compliance Ethical and Responsible Use of Data

Quality of solutions – AI, data quality, data acquisition, ethical data usage, GDPR, legal compliance,

## Data Culture – Innovation, Failure, Copy with pride, Project management

Organisation culture, Upskilling people, Innovation  
Copy with pride  
High-quality project management – agile practices

## Technology and Infrastructure

Modern technology, Tech agnostic tools, ecosystem, seamless  
Data lake – Pipelines, Fast engineering and deployment

Q&A