

Data Governance:

A risk based approach to governing your most critical data assets



Introductions

BREAKOUT SPEAKER



Jenny Schultz

Enterprise Data Strategy and Governance
Single Family Business Unit
Freddie Mac

BREAKOUT MODERATOR

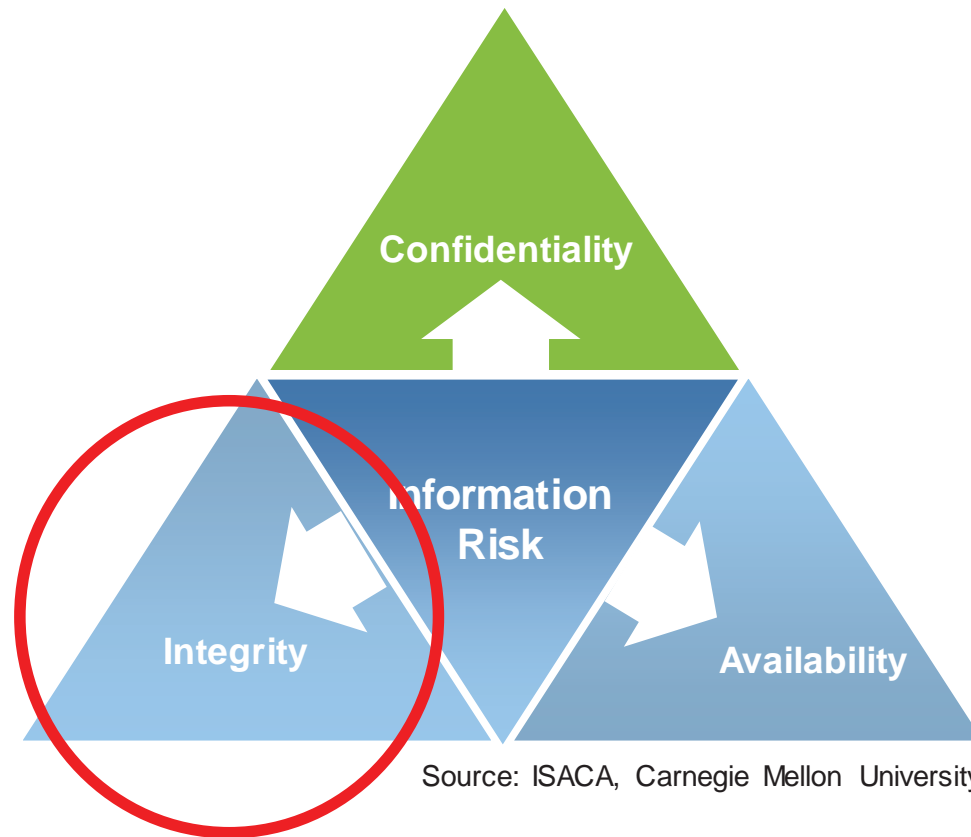


Bob Parr

Managing Director
Data Governance and Quality
Management Consulting
KPMG LLP



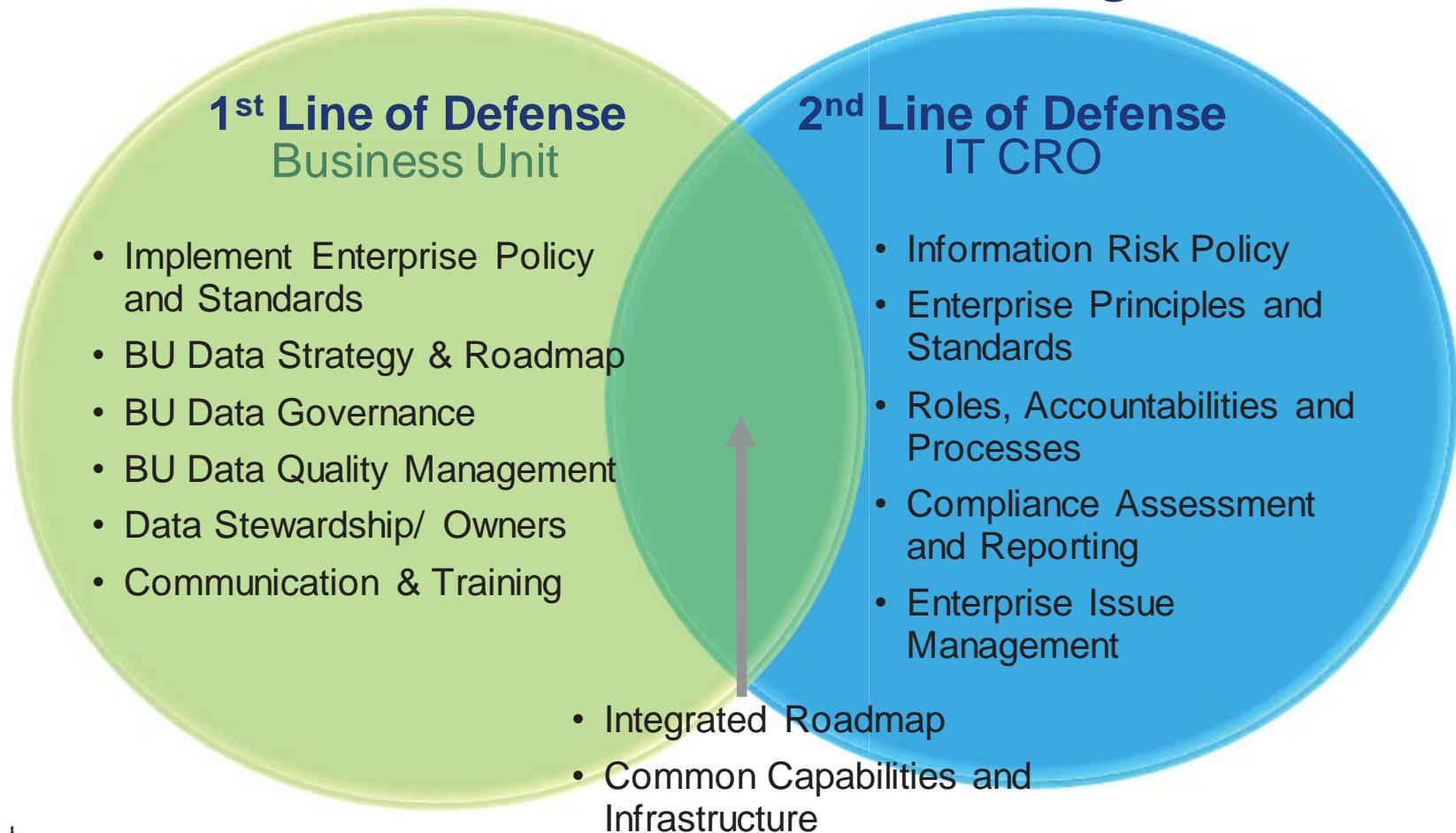
Holistic View of Information Risk



Integrated View of Accountabilities

“Team Owners”

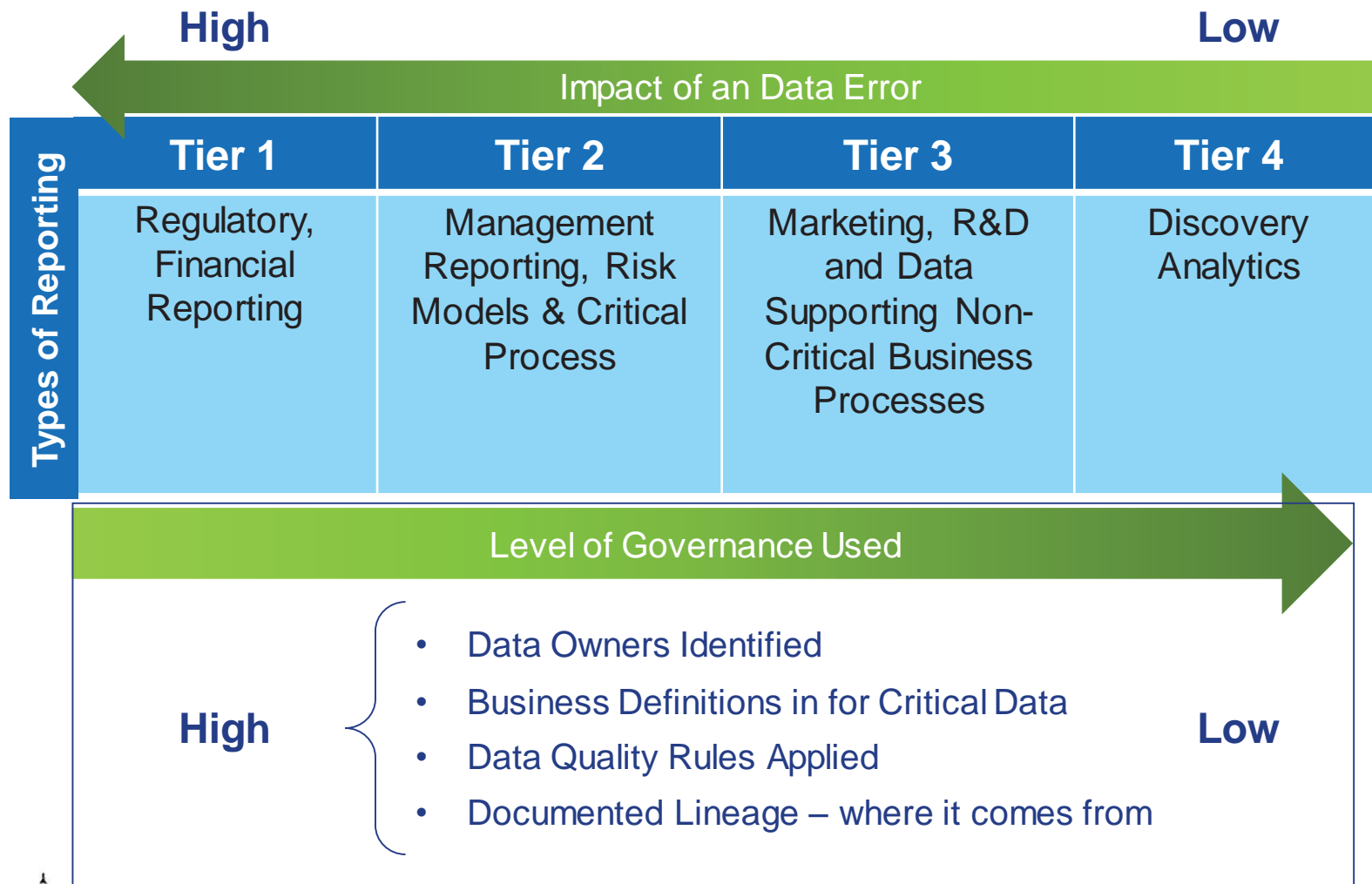
“The League”



Operating Model Components



“Fit for Purpose” Data Governance



Communication and Branding is Critical to Cultural Transformation



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|--|---|
| Internal Branding (Promise of Value) | Single Family Data Empower. Simplify. Re-use. Control. |
| Intranet | <ul style="list-style-type: none">• Introduce team and feature articles• Partner with Corporate Communications |
| Leader Led Communications | <ul style="list-style-type: none">• Brownbag Lunches• Roadshows• Freddie Mac Spring Fair – Fun!• Use stories to connect with value |
| Focused Resources | <ul style="list-style-type: none">• Committed communication resource |



Questions?