

# Panel Discussion

# Data Strategy Buy-In

How to Gain Data and Analytics Buy-in from Key Stakeholders



**CÉSAR  
ESCOBEDO**

Head of Data & Technology  
**Global Organic Textile Standard  
(GOTS)**

Lead Panelist



**EVA  
SCHREYER**

Head of Data & Analytics  
**Neugelb Studios**

**GORAN  
RUKAVINA**

Head of Data Platform Department  
**Trade Republic**



**DR. MARKUS  
SCHÜLER**

Director, Data & Analytics  
**mobile.de**



slido

Please download and install the Slido app on all computers you use



**Where would you start when getting key stakeholders to support analytics and data initiatives?**

① Start presenting to display the poll results on this slide.



## Data Strategy Buy-In

How to Gain Data and Analytics Buy-in from Key Stakeholders

### QUESTION 1

What has worked for you in the past to successfully drive data strategies in your organisation?



## Data Strategy Buy-In

How to Gain Data and Analytics Buy-in from Key Stakeholders

### QUESTION 2

How to pilot small projects that deliver visible results and use these successes to build broader buy-in?



## Data Strategy Buy-In

How to Gain Data and Analytics Buy-in from Key Stakeholders

### QUESTION 3

How to align data initiatives with broader business objectives and break down data silos?





## Data Strategy Buy-In

How to Gain Data and Analytics Buy-in from Key Stakeholders

## Key Takeaways



## Data Strategy Buy-In

How to Gain Data and Analytics Buy-in from Key Stakeholders

# Question & Answer



#DDSUMMIT