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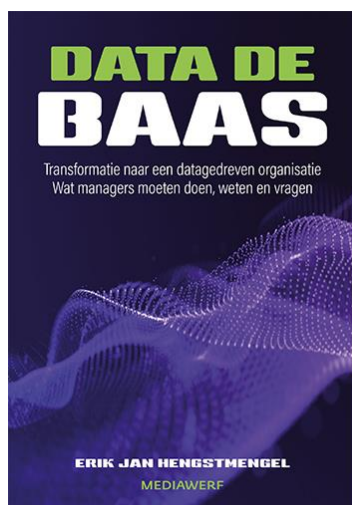
Erik Jan Hengstmengel - Mastering Data

Leading the Transformation to a Data-Driven Organization—What Managers Need to Do, Know, and Ask

ORGANIZATIONS

Mastering Data offers the knowledge that managers and leaders need to have in order to realize the transition to a data-driven organization successfully—from AI to cyber security, from privacy to data sources.

The amount of available data doubles every three year, making data the oil of the twenty first century.

The fast-growing role of data and data-based technologies provide organizations with amazing opportunities in all aspects of our economy and society. New products, smart technology, optimized processes, better individual services, the sky seems to be the limit. But at the same time, these developments offer huge challenges for organizations:

- Where do we find relevant data?
- How can we minimize the risk of cyber-attacks?
- How can we guarantee our customers' privacy?
- And what can we do to make sure that our algorithms are ethical?

In *Mastering Data*, Erik Jan Hengstmengel describes the knowledge the managers and leaders need to have in order to realize the transition to a data-driven organization successfully. It deals with all the relevant issues, like AI, cyber security, and privacy. What does a manager need to know about this. what questions does he need to ask the organization, and what are the decision that need to be made?

Mastering Data offers practical guidance for every manager and leader on how to become successful quickly with data, while managing the risks simultaneously. You can evaluate the pros and cons, have the necessary dialogue with internal and external specialists, and lead the transformation with the end result as your focus point. So that you master the data before they become unmanageable. Because only a manager that can use data in a controlled way will create a successful data-driven organization.

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- German sample translation available
- German rights under option

ABOUT THE AUTHOR

In his long career, **Erik Jan Hengstmengel** has supported successful change and innovation projects with international organizations, from small startups to global multinationals. His insights in the technological aspects and experiences as a leader enable him to summarize the strategic challenges in a pragmatical and relatable manner. His vision on innovation was the foundation for several successful publications, like *The Digital Worker* (2000) in which he predicted the current challenges we face in how we work.

As a manager and advisor, he laid the foundation for several data-driven innovations in the past few decades, and his pioneering work has developed data-driven market leaders in the fields of media, travel, and recruitment. He has lead various IT-companies and cooperates with frontrunners in data and AI-technology through Europe and the US.

Erik Jan Hengstmengel is a lecturer and guest speaker at several international universities and he lives and works in Munich. Besides his academic obligations he is a keynote speaker and trainer in Germany, Austria, Switzerland, and the Netherlands.

RECOMMENDATIONS

'The transformation to a data-driven organization has many aspects that entrepreneurs need to know and lead. With his extensive experience as a manager and change maker, Erik Jan offer practical tools on how to become successful with data and minimize the risks at the same time.'

Timo Salzieder, CIO, Metro AG

'The digital transformation reaches beyond the technology alone, data is also a major factor. The author uses his international experience to lead business managers into this new world like no other can.'

William van der Pijl, Former CEO, Macaw Group

'Articles on AI usually lack an overview but *Mastering Data* provides just that. It is a valuable contribution to the transitions process that most entrepreneurs will face, and it is also a good read for supervisors and board members.'

Willem Koppel, Interim Manager and Supervisor

'*Mastering Data* offers a ton of knowledge and contents, but also passion for a data-driven transformation of organizations. Erik Jan Hengstmengel leads us on a comprehensive journey through the world of data: privacy, cyber security, ethic algorithms, and more. This book is a useful companion for directors and managers who wish to lead their organizations to the future.'

Dr. Silvia Knittl, Director Cyber & Privacy, Head of Enterprise Security Architecture, PwC

'Accessibly written with a realistic view on the promises of data-driven working and what AI has to offer and what it will not do. The book mirrors the author: realistic and with a keen perspective of the future. The book is a must-read for commissioners and directors.'

Erik Klein Nagelvoort, Entrepreneur

'This book is highly recommended for directors who want to realize a true digital transformation within their organizations. And for everyone who thinks that data needs to work for people, that data can unite instead of divide people. I especially appreciate the author's integral view and expertise.'

Joris den Bruinen, Director-Manager, Security Delta/HSD, Chairman Program Team and Task Force Security, Peace and Justice, NLAIC

'The ideas are written accessible in this pocketsize book. The author has succeeded in his intention to describe the key themes of the data-driven organization short and powerful. The book shows managers and directors what the issues are they need to focus on, because the tools provided in the book makes sure that they will own the data.'

Rudy Kor, Management Book

'A very easy to read book, my compliments.'

Erik van Heck, Professor Information Management, Rotterdam School of Management, Erasmus University

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