



CDO Club's David Mathison to Speak at SXSW on 'How to Prepare for the Tidal Wave of Big Data Jobs'

Mar 11, 2015, 08:30 ET from CDO Club (<http://www.prnewswire.com/news/cdo+club>)

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NEW YORK, March 11, 2015 /PRNewswire/ -- David Mathison, founder of the CDO Club and curator of the CDO Summit for Chief Digital Officers and Chief Data Officers, will take part in a South By South West panel titled "How to Prepare for the Tidal Wave of Big Data Jobs" on Friday March 13, 2015 at 2 p.m. CST at ACL Live at The Moody Theater at 310 West 2nd Street in Austin, Texas.

Logo - <http://photos.prnewswire.com/prnh/20150310/180909LOGO>



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For more about the panel, see here: http://schedule.sxsw.com/2015/events/event_IAP43141

The panel is part of a full day of discussions on big data hosted by Umbel, a smart data company that helps monetize and grow premium audiences.

Mathison will be joined on the panel by Sree Sreenivasan, Chief Digital Officer for The Metropolitan Museum of Art; Amen Mashariki, Chief Analytics Officer for the City of New York; and moderator Tracey Wallace, Managing Editor for Bigcommerce.

These digital and data experts will discuss the exploding "Big Data" jobs landscape, and what skills will be required to land one of these highly sought-after new roles.

The dramatic increase in demand for a new type of data and analytics expert, often titled Chief Data Officer, is a result of a number of factors including open data initiatives in government, increased concerns over data security and breaches, use of cloud storage for data, and the overall digital transformation sweeping across almost every industry.

According to research conducted by Mathison and the CDO Club, the number of Chief Data Officers has continued to increase since the first one was hired in 2003, to over 250 last year. Research firm Gartner recently predicted that 25% of organizations will have a Chief Data Officer by 2017.

The Harvard Business Review has even named the data scientist as "*the sexiest job of the 21st century*."

Mathison will lend his expertise as the founder of the world's largest network of Chief Digital and Chief Data Officers, the CDO Club, with over 1,000 members.

The CDO Club offers a dedicated CDO Career page with open C-level digital and data positions, recently posting 10 new open Chief Data Officer positions alone, at organizations such as Barclays, Dow Jones, Credit Suisse, RBS, Kaiser Permanente, the U.S. Department of Commerce, and the U.S. Department of the Treasury, among others.

The CDO Club also provides a quarterly Chief Data Officer JOBS Update, which lists new placements across industries and around the globe. The most recent Update listed new Chief Data Officer appointments at the Ford Motor Company, the City of San Diego, Centers of Medicare and Medicaid Services, and Deutsche Bank, among others.

Chief Data Officers can already be found in government service at the U.S. Department of Transportation, the Federal Reserve Board, the National Institutes of Health, and the U.S. Army, among others. The Federal Communications Commission (F.C.C.), for example, has eight CDOs under its wing alone.

In February 2015, the White House officially appointed the U.S. Federal Government's first ever Chief Data Scientist in February 2015. The country of France appointed its own Chief Data Officer in 2014.

About the CDO Club

The CDO Club is the world's first, largest, and most powerful community of C-suite digital leaders. Our 1,000+ members receive access to breaking news, original research, career development support, networking opportunities, and inspirational events such as the CDO Summit.

About the CDO Summit

The CDO Summit addresses the challenges and opportunities arising from big data, the cloud, digital disruption, and social and mobile media. Our gatherings include the best digital strategists and practitioners on earth, in intimate, collegial, and supportive environments designed to encourage networking, learning, and knowledge sharing.

For more information, contact info@CDOClub.com or visit <http://CDOClub.com>

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