



From the IAIDQ President

Christian Walenta

President

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Dear fellow IAIDQ member,

The current global economic and financial crisis is on everybody's mind and there are probably only few that have not been impacted in one way or the other. Sometime in the future we might find out all the reasons that have caused this crisis; but already now we know that poor data and inappropriate control of information were among the causes. (Tom Redman has a timely piece on TheStreet.com: <http://tinyurl.com/redman-profit-hq-data>.)

As tragic and sad the current developments are, they are a testament of the need for better data, improved management controls, and governance of information; in short everything we at IAIDQ stand for. In the bad times lie the greatest opportunities; for us this means positioning the relevance and importance of the IQ discipline and profession.

At the recent IDQ Conference in San Antonio we not just talked about the current events, but heard fabulous speakers and saw top notch presentations. Everybody left motivated and energized to take back home new ideas and tactics to improve data quality. It was a prime event for networking and everybody made new friends. If you missed it, make sure you come next year.

Just a week later, a panel of IQ expert from around the globe came together for a historic event – to define the job of an information quality professional. Over three days we had spirited and at times heated discussions, exchanged many different views and experiences and finally arrived at a consensus. The outcome is a complete set of performance domains and tasks for the IQ professional – something nobody ever did or attempted before across a wide group of industry experts. Some of you will have the opportunity to validate and comment on the results in an upcoming job analysis survey - watch out for it!

Put all of these events together and you can clearly see how we as individuals and the IAIDQ as a organization can make an impact. The time has come to elevate our discipline and profession, to educate and convince others why data “rules the world” and its quality cannot be ignored – Jump on the band-wagon!

Sincerely yours,



Christian Walenta

IAIDQ President