

What's the difference between Amazon and Barnes & Noble, Netflix and Blockbuster? It's the ability for the leaders within those companies to use data to their competitive advantage. Think about it, they are able to identify the data they need, correlate it and ultimately know more about what you're going to do next than you probably do.

My name is Jenny Herritz. For over a decade I've been helping clients transform their data into a competitive advantage. The amount of data in the world doubles every two years. It's overwhelming but is more data really better? Not necessarily. More data gives us more opportunities, but it makes it that much harder to get to the right data. My job is to work with leaders to identify what data is important, help harness that data and train their people to use information effectively. If you would like me to come speak to your group about using data effectively, please contact SVA Speaker Source today.