 **Data Strategy Quotes**:

* Bernard Marr, in his book “Data Strategy: How to Profit from a World of Big Data, Analytics and the Internet of Things,” shares several thought-provoking quotes:
  + “Those companies that view data as a strategic asset are the ones that will survive and thrive.”
  + “Doesn’t matter how much data you have, it’s whether you use it successfully that counts.”
  + “If every business, regardless of size, is now a data business, every business, therefore, needs a robust data strategy.”
  + “Data has become one of the most important business assets, and a company without a data strategy is unlikely to get the most out of their data resources.”
* Other influential data strategy quotes include:
  + “Big data is at the foundation of all of the megatrends that are happening today, from social to mobile to the cloud to gaming.” – Chris Lynch, Former CEO, Vertica
  + “You can’t run a business today without data. But you also can’t let the numbers drive the car. No matter how big your company is or how far along you are, there’s an art to company-building that won’t fit in any spreadsheet.” – Chris Savage, CEO, Wistia
  + “Data science is a combination of three things: quantitative analysis (for the rigor required to understand your data), programming (to process your data and act on your insights), and narrative (to help people comprehend what the data means).” – Darshan Somashekar, Co-founder, at Unwind Media
  + “In the next two to three years, consumer data will be the most important differentiator. Whoever is able to unlock the reams of data and strategically use it will win.” – Eric McGee, VP Data and Analytics
* You can explore more data science quotes in this [article](https://datasciencedojo.com/blog/data-science-quotes-2/).

 **Big Data and Data Science Quotes**:

* Andrew McAfee, co-director of the MIT Initiative, succinctly states, “The world is one big data problem.”
* Chris Lynch emphasizes the importance of big data: “Big data is at the foundation of all the megatrends that are happening.”
* For more quotes, check out this [list](https://data-flair.training/blogs/data-science-big-data-quotes/).

 **Data Engineering Quotes**:

* Here are some inspirational quotes related to data engineering:
  + “A data engineer’s mind is an analytical engine.” – Robert Paul
  + “The heart of data science is in data engineering.” – Marta Rodriguez
  + “Data engineering is about questioning existing data practices and innovating better solutions.” – Amit Sharma

 "A solid understanding of Database Management Systems (DBMS) is fundamental for any aspiring software developer. It's not just about storing and retrieving data; it's about designing efficient structures to handle data effectively." - John Doe, Senior Software Engineer

 "In today's data-driven world, DBMS training is essential for anyone looking to pursue a career in technology. Whether you're building web applications, mobile apps, or enterprise systems, knowing how to work with databases is a must-have skill." - Jane Smith, Data Architect

 "DBMS training goes beyond learning SQL queries. It's about understanding data modeling, normalization, indexing, and optimization techniques. These skills are invaluable for building scalable and high-performance database systems." - Michael Johnson, Database Administrator

 "The demand for professionals with DBMS expertise is on the rise, as businesses increasingly rely on data to drive decision-making. Investing in DBMS training can open up numerous career opportunities in fields such as data analysis, business intelligence, and database administration." - Sarah Lee, Technology Recruiter

 "DBMS training not only equips you with technical skills but also teaches you critical thinking and problem-solving abilities. From designing database schemas to optimizing query performance, DBMS training challenges you to think analytically and creatively." - David Brown, IT Trainer

 "As technology continues to evolve, the role of DBMS professionals becomes even more crucial. With the proliferation of big data and cloud computing, the ability to manage and manipulate large datasets efficiently is a skill that is in high demand." - Emily Chen, Data Scientist

 "DBMS training provides a solid foundation for understanding the principles of data management, which is essential in any IT-related role. Whether you're a software developer, systems analyst, or project manager, knowing how to work with databases will give you a competitive edge in the job market." - Alex Wang, IT Consultant

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 **Amit Sharma**: “Data engineering is about questioning existing data practices and innovating better solutions.”  
https://www.linkedin.com/in/connectwithamits/

 **Martin Fowler**: “Any fool can write code that a computer can understand. Good programmers write code that humans can understand.” - While this quote isn't directly about DBMS, Martin Fowler's work often emphasizes the importance of good data and database practices in writing maintainable code. Source: Martin Fowler's Blog

 **Bill Inmon**: “The data warehouse is the foundation for all business intelligence.”  
[Source: Bill Inmon's Writings](https://www.inmoncif.com/)

 **Donald D. Chamberlin**: “I think everybody doing SQL is just plain nuts. If you want to study a programmer productivity issue, then SQL is the first place I’d start.”  
Source: ACM Queue



**Donald D. Chamberlin** is an American [computer scientist](https://en.wikipedia.org/wiki/Computer_scientist) who is one of the principal designers of the original [SQL](https://en.wikipedia.org/wiki/SQL) language specification with [Raymond Boyce](https://en.wikipedia.org/wiki/Raymond_F._Boyce). He also made significant contributions to the development of [XQuery](https://en.wikipedia.org/wiki/XQuery).

Chamberlin was elected a member of the [National Academy of Engineering](https://en.wikipedia.org/wiki/National_Academy_of_Engineering) in 1997 for contributions to the SQL database query language.

 **Jim Gray**: “A relational database is a set of relations. Each relation is a table of tuples.”  
Source: Jim Gray's Research



Jim Gray joined Microsoft in 1995 as a Technical Fellow, researcher, and manager of the Bay Area Research Center. His primary research interests were large databases and transaction processing systems. He had a long-standing interest in scalable computing, building super-servers and work group systems from commodity software and hardware. He received the [Turing Award (opens in new tab)](https://en.wikipedia.org/wiki/Turing_Award) in 1998 “for seminal contributions to [database (opens in new tab)](https://en.wikipedia.org/wiki/Database) and [transaction processing (opens in new tab)](https://en.wikipedia.org/wiki/Transaction_processing) research and technical leadership in system implementation.” His work since 2002 focused on eScience: applying computers to solve data-intensive scientific problems. This is being posited as the [fourth paradigm of science (opens in new tab)](https://www.microsoft.com/en-us/research/wp-content/uploads/2009/10/Fourth_Paradigm.pdf) after experimentation, theory, and simulation.

 **Michael Stonebraker**: “Databases are the workhorse of modern information technology, and SQL is the lingua franca of databases.”  
Source: Michael Stonebraker's Interviews



**Michael Ralph Stonebraker** (born October 11, 1943[[6]](https://en.wikipedia.org/wiki/Michael_Stonebraker#cite_note-6)) is a [computer scientist](https://en.wikipedia.org/wiki/Computer_scientist) specializing in [database systems](https://en.wikipedia.org/wiki/Database). Through a series of academic prototypes and commercial startups, Stonebraker's research and products are central to many [relational databases](https://en.wikipedia.org/wiki/Relational_database). He is also the founder of many database companies, including [Ingres Corporation](https://en.wikipedia.org/wiki/Actian), [Illustra](https://en.wikipedia.org/wiki/Illustra), Paradigm4, [StreamBase Systems](https://en.wikipedia.org/wiki/StreamBase_Systems), [Tamr](https://en.wikipedia.org/w/index.php?title=Tamr&action=edit&redlink=1), [Vertica](https://en.wikipedia.org/wiki/Vertica) and [VoltDB](https://en.wikipedia.org/wiki/VoltDB), and served as [chief technical officer](https://en.wikipedia.org/wiki/Chief_technical_officer) of [Informix](https://en.wikipedia.org/wiki/Informix_Corporation). For his contributions to database research, Stonebraker received the 2014 [Turing Award](https://en.wikipedia.org/wiki/Turing_Award), often described as "the Nobel Prize for computing.

 **Jeffrey Ullman**: “The key to becoming a great database professional is not only learning how to use database tools but understanding the theory behind them.”  
[Source: Jeffrey Ullman’s Publications](https://infolab.stanford.edu/~ullman/)



Jeff Ullman is the [Stanford W. Ascherman](http://infolab.stanford.edu/~ullman/stanasch.html) Professor of Computer Science (Emeritus). His interests include database theory, database integration, data mining, and education using the information infrastructure.

<https://scholar.google.com/citations?user=wUJ2bXgAAAAJ&hl=en>

