

Building your data academy: Finding subject matter experts (SMEs)

Content development trumps certifications

- The most credentialed data analyst is not necessarily the best data analyst SME and vice versa
- A proven record of content development is more important than any work or school affiliation



Generalization trumps specialization

- Hyper-specialized experts often lose empathy for the beginner
- They often lack the versatility to pick up a new topic quickly



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Most importantly: *It's what they do*

- For best results, it's not a hobby or side project
- The purest tactician is not necessarily the best SME



LET'S TALK

LINKEDIN

[linkedin.com/in/gjmount](https://www.linkedin.com/in/gjmount)

EMAIL ADDRESS

george@stringfestanalytics.com

WEBSITE

stringfestanalytics.com

