

## **Roles and Responsibilities for the newly proposed data architecture**

The following data governance roles and responsibilities are required for the new SneakerPark data architecture implementation:

**Data Quality Manager** - In this role, responsibilities include being the champion and evangelist of data quality initiatives across business platforms. He will oversee and manage all data quality campaigns.

Data Stewards play a critical role in data governance in every aspect of data quality, metadata management and master data management. These include:

- setting the match rules
  - reviewing the match results
  - approving and/or rejecting matches
  - updating golden records
  - manually creating or overwriting golden records
1. **Customer Data Steward** - It is recommended that a data steward is assigned to customer data. This individual will be the specialist or subject matter expert in customer data.
  2. **Vendor Steward** - This is the role for the caretaker and subject matter expert for the vendor. This role is so essential since this is the main source for the business model.
  3. **Sneaker Product Steward** - This role is for someone to be the expert or the go-to-guy for the product data. He is expected to be knowledgeable and familiar with all aspects of product information.

## **Skills for the new architecture**

The current employees do not have the necessary skill set required for operating this data architecture effectively and in compliance with the new standards. However, SneakerPark will need the experience/knowledge of the two employees currently maintaining the database and customer data. In addition, new employees with the necessary skill set will have to be hired. The skill set issue can be addressed by:

1. Providing training to current employees in the area where required knowledge is lacking.
2. Hire a qualified data architect that can oversee the implementation and maintenance. This individual should be able to provide mentorship in various areas of data governance.