Staff Marketing Operations Manager, Data Catalyst

Craft Demonstration

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CONTEXT & CONSIDERATIONS

Marketing Timeline

New customer data needed within 4 weeks for campaign personalization

Integration Gap

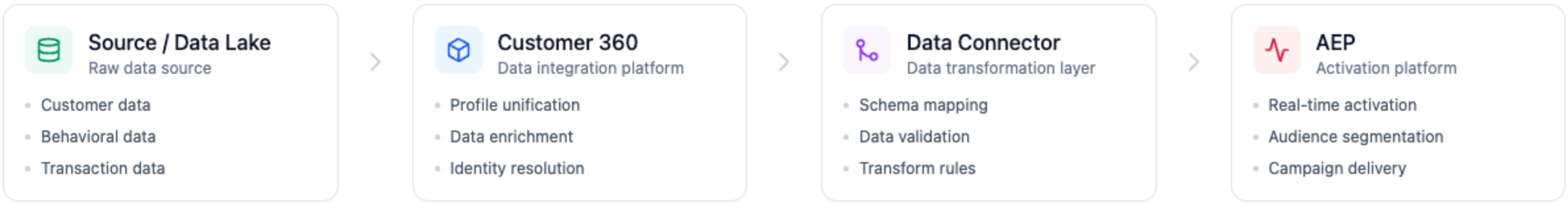
Data not registered in C360/AEP platforms, lacking clear ownership

Performance Risk

Potential revenue impact from suboptimal campaign performance

ASSUMPTIONS

- Expedited implementation required
- Complex legacy integrations
- High-velocity environment
- Cross-functional dependencies
- Rapid process evolution



The Blueprint for Data Success

How would you go about finding the right data owner, source & logic tied to this use case?

	KEY ACTION	OUTCOME	KEY QUESTIONS
Define	Clarify goals, data needs, and success metrics.	Clear understanding of objectives.	• What is the business goal? • What data is required to achieve it? • What are the key metrics for success?
Map	Identity systems, sources, and stakeholders.	List of data sources and owners.	• What systems collect the needed data? • Are there existing documentation, catalogs, or wikis?
Identify	Find and engage the data owner(s).	Contacts for access and validation.	• Who owns or manages the data? • Who ensures its quality and compliance? • Who has the authority to grant access?
Validate	Assess data accuracy, freshness, and compliance.	Reliable, compliant data sources.	• Is the data reliable and up-to-date? • Does it match the requirements? • Are there compliance considerations?
Analyze	Understand transformations and business logic.	Blueprint of data flow and logic.	• What transformations or business logic are applied? • Are there existing queries or APIs? • Are there gaps in data understanding?
Align	Collaborate, document findings, and fill gaps.	Stakeholder alignment and documentation.	• Who can validate the findings? • How to make this process repeatable?
QA	Run small tests to ensure usability and accuracy.	Validated, actionable data.	• Does test data match expected output? • Any inconsistencies in data flow? • What adjustments are needed?

The Blueprint for Data Confidence

What principles would you adhere to during this process to ensure clean and timely data?

Accuracy

- Validate the data at each step to ensure it is error-free and aligns with the intended use case.
- Use data exploration tools to identify anomalies, missing values, or outliers.
- Cross-check data logic and transformations with stakeholders and data owners.

Completeness

- Ensure all required data fields are present and populated.
- Work with data owners to identify gaps and prioritize their resolution.
- Document any known limitations or missing data to avoid downstream issues.

Timeliness

- Collaborate with stakeholders to define acceptable data latency or freshness standards.
- Regularly review data pipelines to prevent bottlenecks or delays.

Consistency

- Data formats, naming conventions, and business logic across sources.
- Use version control for queries, schemas, and documentation.
- Ensure all transformations follow the same logic.

Accessibility

- Permissions for accessing data to avoid bottlenecks.
- Document and share access processes with relevant stakeholders.

Collaboration

- Involve cross-functional teams (e.g., product, engineering, and analytics) early and often.
- Foster open communication to address concerns about data quality or availability promptly.

Compliance

- Ensure all data use adheres to regulations and internal policies.
- Work with legal and compliance teams to define the boundaries of permissible data usage.
- Anonymize or pseudonymize sensitive data as needed.

The Blueprint for XFN Alignment

Strategic framework for cross-functional collaboration and delivery excellence

CORE FRAMEWORK

1. Establish Clear Objectives

- Define business problem and expected outcomes
- Create shared understanding of priorities
- Set measurable success criteria

2. Identify & Engage

- Map key stakeholders across teams
- Define roles and responsibilities
- Establish communication channels

3. Communication Framework

- Schedule regular alignment meetings
- Set up collaboration platforms
- Create feedback mechanisms

4. Documentation & Tracking

- Maintain centralized documentation
- Track decisions and assumptions
- Version control key artifacts

SUPPORTING PILLARS

Continuous Feedback

- Regular check-ins and standups
- Open channels for issue resolution
- Progress tracking and blockers

Clear Accountability

- Assigned ownership per workstream
- RACI matrix implementation
- Decision-making framework

Team Collaboration

- Shared goals celebration
- Cross-team knowledge sharing

The Blueprint for XFN Alignment

Strategic framework for cross-functional collaboration and delivery excellence

Marketing

Define business needs and use cases

- Success metrics
- Data requirements
- Use cases

PMO

Project governance and delivery

- Project charter
- Risk management
- Progress tracking

Data Engineering

Build and maintain data pipeline

- Pipeline architecture
- Quality metrics
- Integrations

Analytics

Insights and reporting

- Analysis models
- Business insights
- Reports

Product

Feature integration & usage

- Requirements
- Usage analytics
- Documentation

Legal

Compliance and governance

- Compliance rules
- Guidelines
- Policies

Infrastructure

System access and stability

- Access control
- Monitoring
- Performance

R Responsible A Accountable C Consulted I Informed

Activities	Marketing	PMO	Data Engineering	Analytics	Product	Legal	Infrastructure
Requirements Definition	R	A	C	C	C	I	I
Data Pipeline Development	R	A	C	I	I	I	R
Quality Assurance	R	A	C	C	C	I	C
Compliance Review	I	A	C	C	C	R	C
Implementation	R	A	C	C	I	I	C
Documentation	R	A	R	C	C	C	C

From Source to Activation: Considerations

What would an E2E workback plan look like to execute data onboarding within 4 weeks?

Fallback Strategy

Manual Ingestion Process
Prepare manual processes for critical data ingestion

Backup Pipeline Setup
Secondary pipelines with essential fields only

Escalation Framework
Clear paths for rapid issue resolution

Client-side Alternatives
Proxy use cases & fallback interactions

RICE Prioritization Framework

Reach
Campaign & customer impact scope

Impact
Personalization effectiveness

Confidence
Data impact certainty level

Effort
Resource requirements

1 Kickoff & Requirements

ACTIVITIES
- Define goals & metrics
- Assess feasibility
- Prioritize tasks

DELIVERABLES
- Requirements doc
- Feasibility report
- Priority matrix

2 Data Mapping & Schema

ACTIVITIES
- Map data fields
- Validate fallbacks
- Approve transformations

DELIVERABLES
- Approved schema
- Mapping document
- Fallback plan

3 Pipeline Development

ACTIVITIES
- Develop pipelines
- Run test data
- QA validation

DELIVERABLES
- Functional pipelines
- QA validation report

4 Deployment & Launch

ACTIVITIES
- Deploy pipelines
- Set up monitoring
- Stakeholder review

DELIVERABLES
- Live ingestion
- Monitoring dashboards
- Handoff docs

From Source to Activation: A 4-Week Plan

What would an E2E workback plan look like to execute data onboarding within 4 weeks?

Agility Allow flexibility

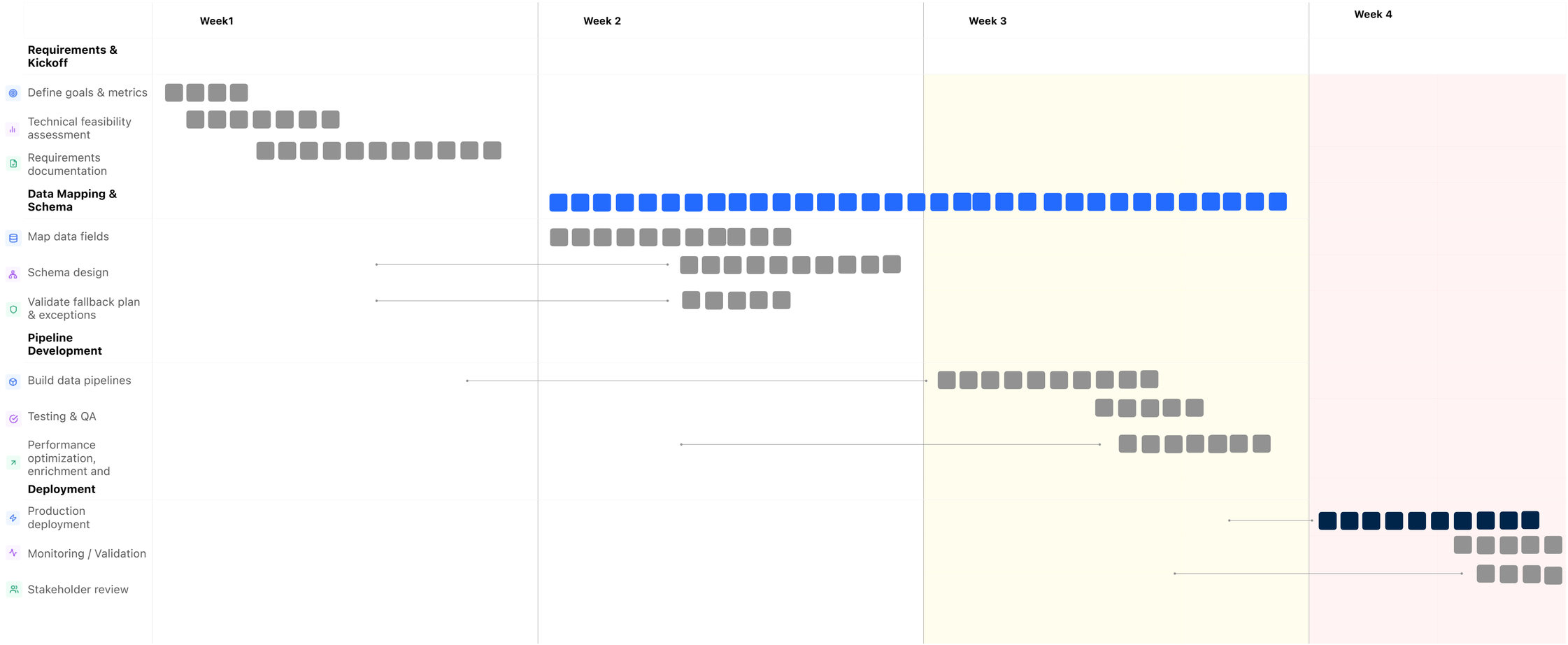
Collaboration Ensure team visibility

Efficiency Automate processes

Data-Driven Validate outcomes

Accountability Clear ownership

Communication Regular updates



Summary

4-week roadmap for marketing data enablement

This approach not only addresses the immediate need but sets a foundation for scalable, compliant data enablement, driving better campaign outcomes and operational efficiency.

Key Takeaways

Challenge Addressed

Delivered an actionable plan to onboard unregistered data within 4 weeks for personalized marketing campaigns.

Strategic Approach

- Applied a systematic framework for data enablement (Define → Map → Validate → QA).
- Prioritized cross-functional collaboration for alignment and efficiency.

Risks & Mitigation

Key Risks Identified

Unforeseen data delays, schema issues, or misaligned priorities.

Mitigation Plan

Clear escalation paths, fallback mechanisms, and proactive stakeholder engagement.

Expected Outcomes

Business Impact

- Ensures timely campaign launch with personalized targeting, minimizing risks.
- Establishes a repeatable process for future data onboarding use cases.

Operational Impact

- Improved cross-team accountability and faster resolution of data ownership issues.
- Enhanced data quality, compliance, and consistency across systems.

Thank you

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